

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.
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- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Independent Variable
 - (b) Media Research
 - (c) Data Analysis
 - (d) Audience Research
 - (e) TRP
 - (f) Questionnaire
 - (g) Hypothesis
 - (h) Semiology
- Q.2 Answer the following questions. (15)**
- (a) " Research is a systematic process which involves several steps". Explain the given statement.
 - (b) What is a hypothesis? Why is it important in a research study?
- OR**
- Q.2 Answer the following questions. (15)**
- (c) What is research? What are the basic objectives of research?
 - (d) Describe the various types of research designs.
- Q.3 Answer the following questions. (15)**
- (a) Explain the process of designing a questionnaire.
 - (b) What are the four types of scales that are generally used for marketing research?
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Explain in brief the ' Probability Method' & 'Non Probability Method' of sampling
 - (d) Discuss the various projective techniques used while conducting research.
- Q.4 Answer the following questions. (15)**
- (a) Write a short note on Barthes primary and secondary level of signification.
 - (b) What are the various steps involved in content analysis?
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Bring out the difference between qualitative and quantitative research.
 - (d) Write a note on Exit polls, Audience research, and Advertising Consumer research.
- Q.5 Write a short note. (Any THREE) (15)**
- (a) Focus Groups
 - (b) Literature review
 - (c) Research Report
 - (d) Readership and Circulation
 - (e) Historical Research