

Dr. Babasaheb Ambedkar Open University
Term End Examination January– 2026

Course	: MA JMC	Date	: 07/03/2026
Subject Code	: MJMC - 18 / MAJMC- 18	Time	: 03:00pm to 05:15pm
Subject Name	: Media Research & Research Paper Writing	Duration	: 2.15 Hours
		Max. Marks	: 70

Q-1 Define Media Research. Explain the importance and scope of research in the field of Mass Communication. **14**

OR

Discuss the various steps involved in the Research Process, from selecting a topic to report writing.

Q-2 What is 'Sampling'? Explain the difference between Probability and Non-Probability sampling methods. **14**

OR

Explain the 'Content Analysis' method and its significance in analyzing media messages.

Q-3 Discuss the structure of a formal Research Paper. Explain the importance of 'Abstract' and 'Keywords'. **14**

OR

What are Research Tools? Discuss the design and importance of a 'Questionnaire' in data collection.

Q-4 **Write Short Notes. (Any Two)** **14**

1. Hypothesis Formulation
2. Qualitative vs. Quantitative Research
3. Importance of Review of Literature
4. Referencing Styles (APA, MLA) and Plagiarism

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. A tentative statement about the relationship between two variables is called:
(A) Conclusion (B) Hypothesis (C) Sample (D) Data
2. Which of the following is a 'Primary Data' collection method?
(A) Books (B) Interview (C) Journals (D) Old News Reports
3. The entire group of people about whom a researcher wants to draw conclusions is:
(A) Sample (B) Population (C) Focus Group (D) Variables
4. 'TRP' in media research stands for:
(A) Television Rating Point (B) Total Radio Post
(C) Tele Radio Process (D) None
5. Using someone else's work without giving credit is known as:
(A) Research (B) Plagiarism (C) Citation (D) Editing
6. 'Case Study' is a part of which type of research?
(A) Quantitative (B) Qualitative (C) Statistical (D) Mathematical
7. The list of sources used in a research paper is called:
(A) Index (B) Bibliography/References (C) Appendix (D) Preface