

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF ARTS JOURNALISM AND
MASS COMMUNICATION (BAJMC)
EXAMINATION: JANUARY- 2022
FIFTH SEMESTER

Sub: Research Techniques & Fact finding techniques (BAJMC 18-5002)

Date : 11/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

- Q. 1 Descriptive Answer (Any Two) (20)**
1. What is research? Write down in details steps in conducting research and elaborate each step.
 2. What are the different types of data used in research? Difference between primary and secondary data.
 3. What is Observation research method? Write down all types of observation research method.
- Q. 2 Write short notes. (Any Two) (10)**
1. Questionnaire
 2. Stratified Sampling
 3. Census Vs Sample
- Q. 3 Open Ended Question (Any One) (10)**
1. How do you select research proposal topic? Prepare suitable research design for it.
 2. Why research is important in the field of journalism & mass communication. Justify your answer with suitable example.
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