

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2022
FOURTH SEMESTER

Sub: Research Techniques (MAPH 18-401 / MADPR 18-401 / MAMC 18-401)

Date : 24/01/2022

Total Marks : 40

Time: 2.00pm to 4.00pm

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One)

(15)

A. Explain the importance of Literature review and Bibliography in Research?

OR

B. Prepare a detailed research proposal for a research project on any topic of your choice.

Q. 2. Write short notes. (Any Three)

(15)

1. Hypothesis

2. Plagiarism

3. Survey method

4. Citation

5. Research ethics

Q.3 Open Ended Question

(10)

Explain the significance of primary data? What are the limitations of primary data?