

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR, PHOTOGRAPHY
EXAMINATION: JANUARY - 2023
FOURTH SEMESTER

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

Date : 02/01/2023

Total Marks : 40

Time: 2.00pm to 4.00pm

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One) (15)

A. What is Questionnaire? What is its importance explain with example.

OR

B. What is the difference between survey and content analysis? What are the steps involved in conducting research.

Q. 2. Write short notes. (Any Three) (15)

1. Literature Review
2. Methodology
3. Sampling Method
4. Data collection
5. Secondary Data

Q.3 Open Ended Question (10)

If you have to conduct a research on signification of sex education in school curriculum.

Which methodology you will choose and why?
