

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. JOURNALISM & MASS COMMUNICATION
B.A. SOUND AND MUSIC TECHNOLOGY
B.A. FILM MAKING, B.A. PHOTOGRAPHY
B.A. BROADCAST JOURNALISM
B. Sc. PROFESSIONAL AUDIO TECHNOLOGY
EXAMINATION: DECEMBER - 2023

FIFTH SEMESTER

Sub: Research Techniques

**(BAJMC 19-5002/ BASA 19-5002/ BAFM 19-5002/ BAPH 19-5002/ BABJ 19-5002/
BSCA 20-5002)**

Date: 13/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

- 1) Write the difference between Qualitative and Quantitative Research Methodology.
- 2) Explain the three research methodologies with an example each.
- 3) What are the ethics to be followed in research

Q. 2. Write short notes. (Any Two) (10)

- 1) Review of Literature
- 2) Sampling
- 3) Ethical Principles of Research

Q. 3. Open Ended Question (10)

Write down the application of Media Research with respect to your specialization.
