

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
PHOTOGRAPHY
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Research Methodology (MAMC 22-306/ MAPH 22-305)

Date: 19/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

A) What is research Process? Explain the different stages involved in research process with neat diagram.

OR

B) What is the difference between qualitative and quantitative research method. Explain it with suitable examples.

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

- 1) Characteristics of Research Report Writing
- 2) Media Research Methods
- 3) Data Collection Tools
- 4) Types of Research

Q. 3. Open Ended Question (10)

Explain the factors involved in media research with suitable examples.
