706 . 707

BBD University, Department of Mass Communication
Course: B.A (J&MC) IV Semester
First Sessional
Session: 2024-25
Subject Name: Introduction to Research

(JMC 6403N)

Time: 1 Hour

Max. Marks: 30

Section A

(This section contains Very short answer type questions)

Question No. 1 (Attempt all parts of the following (1*5=5)

A) What do you mean by Research?
B) Research is a systematic process, discuss.
C) Why feedback analysis is required in effective communication process?
D) What are major areas of Media Research?
E) Research needs to be problem oriented, why?

Section B

Question No. 2 (Attempt any 2 parts of the following (7.5*2=15)

A) Write the steps/process of Research.
B) What do you understand by Media Research?
C) Discuss the importance of Media Research.
D) Discuss the necessity of Audience Analysis.

Section C

This section will consist of three questions and student will be required to answer any one question.

Question No.3 (10*1)

A) Discuss in detail the Message Analysis of media research.
B) Media Research is important for effective communication. Why?
C) Discuss in detail the 4 major research areas of media research.