

SYBMM

Mass Media Research

ANTISEPTIC

March '09

TIME : 2 hrs.

MARK : 50

**Instruction :** 1) All questions are compulsory  
2) All questions carry equal value.

- Q.1 Enumerate the different stages involved in social science research. 10
- Q.2 Explain the term "Good research Design".  
What are its components? 10

**OR**

Explain the meaning nature and characteristics of Social survey method.

- Q.3 Examine the merits and limitations of the observation method in collecting materials. 10

**OR**

Discuss interview as a technique of data collection.

- Q.4 Write short notes on the following (**any two**) (5 x 2) 10
- 1) Experimental Research.
  - 2) Questionnaire and Schedule
  - 3) Primary and Secondary data
  - 4) Focused Interview.

- Q.5 Calculate the mean, median, mode

**OR**

Calculate the standard deviation of the following distribution. 10

Marks secured	No. of students
0 - 10	5
10 - 20	8
20 - 30	15
30 - 40	16
40 - 50	6

