



WEST BENGAL STATE UNIVERSITY
B.A. Honours 6th Semester Examination, 2023

JORACOR14T-JOURNALISM AND MASS COMMUNICATION (CC14)

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) What is Content Analysis?
 - (b) What is APA style of Citation?
 - (c) What do you mean by population in research?
 - (d) Differentiate between open ended and close ended questions of questionnaire.
 - (e) What is Sampling?
 - (f) What is Cluster Sampling?
 - (g) What is the meaning of objectivity in research?
 - (h) Illustrate the process of research.

2. Write short notes on any **two** of the following: 5×2 = 10
 - (a) Snowball Sampling
 - (b) Historical Research
 - (c) Hypothesis
 - (d) Bibliography.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) Write the differences between qualitative and quantitative research. Elaborate with example.
 - (b) What is ethnographic research? How it is important in Mass Media research?
 - (c) What is Plagiarism? What are ethical implication of Plagiarism? 4+6
 - (d) What is data? What are the types of data collection in Mass Communication research? 4+6
 - (e) What is research problem? What are the qualities of good research?

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