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The Assam Royal Global University, Guwahati

Royal School of Communications and Media

MA (F&TP) & II Semester

Semester End Examination, June 2023

Course Title: Media Research

Course Code: FTP094C202

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.

The figures in the right-hand margin indicate marks.

Section – A

1. Attempt **all** questions. (Maximum word limit 50) 2 x 8
- What is media research?
 - Mention some of the important objectives of a research?
 - What are the two types of research based on data?
 - Mention the advantage of survey method in research.
 - What is observation method in research?
 - What are opinion polls?
 - Define the term data in research.
 - Mention some of the commonly referencing styles in academic writing?

Section – B

2. Attempt **any two** of the following: 6x 2
- Describe the characteristics of a good research.
 - What are the ethical issues involved in research? Elaborate.
 - Discuss the differences between qualitative and quantitative research.
3. Attempt **any two** of the following: 7 x 2
- What is content analysis? Describe its features.
 - Discuss the advantage and disadvantage of secondary data.
 - What is historical research? Elaborate.
4. Attempt **any two** of the following: 7 x 2
- Discuss the positive and negative effects of political campaigns in your state.
 - Explain the significance of social media at times of COVID-19 crisis.
 - Define Fake News and explain its solution in NE India.
5. Attempt **any one** of the following: 14 x 1
- Describe the difference between statistical and non-statistical method in research writing.
 - What is referencing? Explain its importance in any research report presentation.