



WEST BENGAL STATE UNIVERSITY
B.A. Honours 6th Semester Examination, 2022

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 data?
 - (b) What are the different characteristics of a good hypothesis?
 - (c) What do you know about pre-testing?
 - (d) What is experimental research?
 - (e) What do you mean by discourse analysis?
 - (f) What is coding?
 - (g) What is online polls?
 - (h) What do you mean by mode?

2. Write short notes on any **two** of the following: 5×2 = 10
 - (a) Focus Group Discussion
 - (b) Plagiarism
 - (c) Quantitative research technique
 - (d) Sampling error.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) What is content analysis? Discuss in detail. 4+6
 - (b) Critically analyse the observation and survey methods of research in detail.
 - (c) Design a structured non-disguised questionnaire to study the online media habits among the college students. Explain with examples.
 - (d) What is Literature Review? Discuss its importance in Social Science Research. 2+8
 - (e) What is Readership Survey? What are the steps involved in doing the readership survey? Explain with suitable examples.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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