

No. of Printed Pages : 2

MDCE–006

**POST GRADUATE DIPLOMA IN
DEVELOPMENT COMMUNICATION
(PGDDC)**

Term-End Examination

December, 2024

**MDCE–006 : RESEARCH METHODS IN
DEVELOPMENT COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *five* questions. All questions carry equal marks.

1. What is research application ? Explain the importance, advantages and limitations of doing research. 20
2. Explain the process of communication research methods. Give suitable examples. 20
3. Explain the criteria of a good research. What are the ethical principles in research ? Explain. ;20

D–3178/MDCE–006

P. T. O.

4. Define 'Concept' and 'Constructs' in Research.
Explain the importance of variables and its nature. 20
5. Explain the different research methods used in communication research studies with examples. 20
6. Why do we need Communication Research ?
Analyse the difference between formative and pre-production research. 20
7. Examine data collection techniques available in communication research. 20
8. Write short notes on any *two* of the following :

2×10=20

- (a) Review of literature
- (b) Importance of hypothesis
- (c) Elements of communication research
- (d) FGD (Focus Group Discussion)

× × × × × × ×