



**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 6th Semester Examination, 2021

**CC14-MASS COMMUNICATION AND JOURNALISM**  
**COMMUNICATION RESEARCH AND METHODS**

Full Marks: 60

**ASSIGNMENT**

*The questions are of equal value  
The figures in the margin indicate full marks.*

**Answer any *three* questions**

20×3 = 60

1. What do you mean by research? State in detail the different types of research. 20
2. What are the main differences between the Qualitative method and the Quantitative method of research? 20
3. What is Sampling? Explain briefly the different sampling methods. 20
4. What is a Research Design? Explain its purpose with an example. 20
5. Write short note on any *two*: 10+10
  - (a) Content Analysis
  - (b) Survey
  - (c) In-depth Interview.

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