

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
FIRST SEMESTER
Sub: Research Methodology (MAMC/MADPR 22-107)

Date: 26/12/2025

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

What is research? Explain the different types of research with suitable examples.

OR

Explain the research process with neat diagram.

Q. 2. Write short notes. (Any Three) (15)

- 1) Primary and Secondary Data
- 2) Qualitative and Quantitative Method
- 3) Research Method and Methodology
- 4) Types of Hypothesis

Q. 3. Open Ended Question (10)

Explain the role of research in media sector with suitable examples.
