

Sardar Patel University
MA (Journalism and Mass Communication)
(Autonomous)
Semester- IV (Syllabus)
 (From Effect of June : 2020)
Under Choice Based Credit System

PA04JMCC26: Human Rights and Media

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to the inherent nature without which we cannot live as human beings.
- b understand rights and duties and the need for promotion of human rights with the respect of social duties of a human being.
- c live a life of inherent dignity and worth receiving respect and protection, and understanding others' need for the same.

Course Content

Unit-1: Concept and Origin of Human Rights (1 Credit, 25%)

- 1.1 Origin and development of the individual and the community, Individual; Dignity, Justice and Equality Role of the State Evolution of Human Rights: From Magna Carta to the International Bill of Rights.
- 1.2 Concept, Definition and Scope of Human Rights, Distinction between: customary, legal and moral rights, individual and collective right, civil, political, socio-economic and cultural rights.
- 1.3 Natural Right Theory, Liberal and Positivist theory of Rights, Rawls' Theory of justice, Marxist theory of Rights. Darwins' Theory (Survival of the fittest, in social context)
- 1.4 Human Duties – Origin and Evolution, Concept of Welfare State and Duties India as a Welfare State Fundamental Duties Mahatma Gandhi, B.R. Ambedkar and Duties

Unit-2: Role of Media and Human Rights (1 Credit, 25%)

- 2.1 Role of media in Indian Scenario Media and Human rights reform Globalization; (Media and Human Right with special reference to India)
- 2.2 Media and war: violation of Human Rights Emerging, Human Rights and media

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Jack Donnelly, *The Concept of Human Rights*, Croom Helm, London 1985.
2. Rajinder Sachar, *Human Rights Perspectives and Challenges*, Gyan Publishing Home, New Delhi, 2004.
3. Janusz Symondies (ed.), *New Dimensions and Challenges for Human Rights*, Rawat Publications, Jaipur, 2003.
4. P. C. Tripathi, *Contemporary Social Problems and Law*, APH Publishing Corporation, New Delhi, 2000.
5. P. K. Mishra, *Human Rights (Acts, Statutes and Constitutional Provisions)*, Ritu Publications, Jaipur, 2012.
6. Meghraj Kapurderiya, *Indian Philosophical Foundation of Human Rights*, R. P. Publications, New Delhi, 2013.
7. R. S. Pathack, *Human Rights in the Changing World*, International Law Association, New Delhi, 1998.
8. Sunit Gupta and Muka Mital, *Status of Women and Children in India*, Anmol Publications, New Delhi, 1995.

PA04JMCE21: Media Laws and Ethics

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to the inherent nature without which we cannot live as human beings.
- b understand rights and duties and the need for promotion of human rights with the respect of social duties of a human being.
- c live a life of inherent dignity and worth receiving respect and protection, and understanding others' need for the same.

Course Content

Unit-1: Indian Constitution and Media (1 Credit, 25%)

- 1.1 Freedom of Speech and Expression: Freedom of Speech and Expression, Main features, Scope and Importance of Article 19
- 1.2 Interpretation of Article 19: Defining the freedom of Press and Media, Supreme Court Cases related to Article 19
- 1.3 Right to Information Act 2005, Pressures on Media: Political, Corporate, Social, Religious, Advertisers and Lobbies, etc.

Unit-2: Restrictions on Media (1 Credit, 25%)

- 2.1 Restrictions on Media: Official Secrets Act, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC
- 2.2 Censorship and its different forms, Right to Privacy
- 2.3 Laws related to Press and Broadcast Media

Unit-3: Press, Broadcast Regulations and Cyber Laws (1 Credit, 25%)

- 3.1 Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI
- 3.2 Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act
- 3.3 Cyber laws: The need for cyber laws, Cyber preparedness across the globe, Regulatory authorities and framework, Information Technology Act, Implementation issues

Unit-4: Media Ethics and Media Organizations (1 Credit, 25%)

- 4.1 Principles of Ethics: Rationale and Evolution of Journalistic Ethics, Journalistic Values: Concept, Importance and Debates, Journalists' Code of Conduct, Resolving Ethical Dilemmas: Different Methods
- 4.2 Media Organizations: International bodies: IPI, role of UNESCO, SAFMA, Press Council, TRAI, BRAI, IBF, INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA, BEA, Trade Union Rights in Media

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. M. C. Rao, *The Press*, National Book Trust, Kolkatta, 1974.
2. P. Rangaswami, *History of Journalism*, Sterling Publications, New Delhi, 1989.
3. J. Natarajan, *History of Indian Press*, Publications Division, GoI, New Delhi, 2000.
4. D. D. Basu, *Press Laws*, Prentice Hall, 2005.
5. V. Iyer, *Mass Media Laws and Regulations in India*, AMIC Publication, 2000.
6. P. G. Thakurta, *Media Ethics*, Oxford University Press, New Delhi, 2009,
7. P. Duggal, *Cyberlaw in India*, Saakshar Law Publications, 2002.
8. R. N. Kiran, *Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues*, Lbr Publications, 2000.
9. M. R. Dua, *Press As Leader of Society*, IIMC, 2000.

10. K. M. Srivastava, *Media Ethics – Veda to Gandhi and Beyond*, Ministry of Information and Broadcasting, Government of India, 2005.
11. P. K. Sharma, *Journalism Ethics*, Random Publications, 1999.
12. P. K. Menon, *Journalistic Ethics*, Pointer Publishers, Jaipur, 2005.

PA04JMCE22: Film Studies

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to film theory and train in film analysis.
- b understand the relationship between cinema and society and gain an understanding of the history of world cinema.
- c gain an understanding of the history of contemporary world cinema, especially from the communist world and third world countries.
- d develop an understanding of Indian cinema and documentary film making.

Course Content

Unit-1: Film theory (1 Credit, 25%)

- 1.1 What is cinema, Film theory – form and function, Film analysis, Auteur Theory, Role of Cahiers du cinema, effect of auteur, the auteur concept in Britain
- 1.2 Contributions of D W Griffith, Alfred Hitchcock, Francois Truffaut, Jean Du Godard, apparatus theory, feminist theory, formalist theory, Marxist theory and psychoanalytical theory of film
- 1.3 Digital Aesthetics, Music and choreography, film genre.

Unit-2: History of World Cinema (1 Credit, 25%)

- 2.1 Cinema and Society, History of Cinema, Hollywood cinema, early cinema and film form the studio system
- 2.2 Rise and decline of the studio
- 2.3 British cinema, films, culture ideology, the studio system, the World Wars, films for victory, decline and fall of the British studio system.

Unit-3: Contemporary World Cinema (1 Credit, 25%)

- 3.1 Cinema from the Communist world, the Third World, World cinema and national film movement
- 3.2 German expressionism, Italian neo realism Soviet Montage, French new wave, Italian new wave
- 3.3 Japanese, Hong Kong, Korean, Chinese, Iranian and African cinema.

Unit-4: Indian Cinema and Documentary Film Making (1 Credit, 25%)

- 4.1 History of Indian cinema, history of regional cinema, legends of Indian cinema, Hindi film industry, the Hindi film industry, music and choreography in Indian cinema, contemporary cinema.
- 4.2 Documentary Film Making: A review of documentaries around the world, what is a documentary, the art of telling a story in a documentary, types of documentaries, documentary film production in India, Documentary film festivals around the world and in India
- 4.3 How to pitch for funds for making a documentary, marketing your documentary, releasing the documentary, avenues to showcase your documentaries

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Bill Nichols (ed), *Movies and Method*, 2 Volumes; University of California Press, 1976.
2. Gaston Roberge and Chitra Bani, *A Book on Film Appreciation*, Chitra Bani, Kolkata, 1974.
3. Cherry Potter, *Image. Sound and Story: The Art of Telling in Film*, Seeker and Warburg, 1990.
4. Gaston Roberge, *The Ways of Film Studies*, Ajanta Publications, 1992.
5. Gerald Mart, *A short history of the Movies*, The University of Chicago Press, 1981.
6. Erik Bamouw and S. Krishnaswamy, *Indian Film*, Oxford University Press, 1980.
7. Toren Grodal, *Moving Pictures*, Oxford University Press, 1997.

PA04JMCE23: New Media Studies and Cyber Media

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to the new media with regard to its history and evolution.
- b understand the nature of new media journalism and how it can be put to good use for mutual benefit of the media house and the society.
- c gain an understanding of portals and social media, especially Facebook, WhatsApp, LinkedIn, wikis, blogs etc.
- d develop an understanding of how new media is effectively becoming a global phenomenon, especially in the media industry.

Course Content

Unit-1: Introduction to New Media (1 Credit, 25%)

- 1.1 Definition of the concept, history and evolution, why new media? Difference between various media employed for communication
- 1.2 Revolutionary change in communication, rise of new media in contemporary era
- 1.3 Interactivity and new media
- 1.4 New media as a tool for social change, pros 'n cons, freedom of expression vs. privacy, largest ungoverned space on earth

Unit-2: New Media Journalism (1 Credit, 25%)

- 2.1 Convergence and Journalism
- 2.2 News on the web: Newspapers, magazines, radio and TV newscast on the web

- 2.3 Changing paradigms of news; emerging news delivery vehicles; integrated newsroom
- 2.4 Open source data collection and analysis
- 2.5 Challenges and opportunities for a newsman - gatekeepers to news guides
- 2.6 Awareness regarding techniques of Digital Marketing: Search Engine
- 2.7 Optimization, Search Engine Marketing and Email Marketing

Unit-3: Portals and Social Media (1 Credit, 25%)

- 3.1 Social networking; Introduction to social profile management products – Facebook, WhatsApp, LinkedIn
- 3.2 Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing
- 3.3 Social publishing: Flickr, Instagram, Youtube, Sound cloud
- 3.4 Citizen Journalism: Concept, Case studies, Mobile Journalism
- 3.5 Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and ‘opinionates’.

Unit-4: Writing for New Media (1 Credit, 25%)

- 4.1 Writing for a Whole range of Media
- 4.2 (Hyper) Text, Audio, Video, Still images, Animation, Flash interactivity, Blogs, Micro blogging and Social networking/Facebook/Twitter/RSS feeds
- 4.3 Poll surveys/Email etc.
- 4.4 Digital Story telling Formats, Content writing, editing, reporting and its management
- 4.5 Structure of a web report, Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Noah Wardrip-Fruin and Nick Montfort (eds), *The New Media Reader*, The MIT Press, Cambridge, 2003.
2. Christopher Callhan, *A Journalist Guide to the Internet: The Net as a Reporting Tool*, Pearson/Allyn and Bacon, 2007.
3. Jagdish Chakraborty, *Cyber Media Journalism: Emerging Technologies*, Authors Press, New Delhi, 2005.
4. Jim Hall, *Online Journalism: A Critical Primer*, Pluto press, London, 2001.
5. John Street, *Mass Media, Politics and Democracy*, Palgrave Mcmillan, Hampshire, 2011.
6. Ryan M. Thornburg, *Producing Online News: Stronger Skills, Stronger Stories*, CQ Press, Washington, 2011.

PA04JMCE24: Present Indian Scenario and Current Affairs

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to the overall scenario of contemporary India
- b prepare for public service administrative examinations at state and central level
- c gain an understanding of Indian government and politics, Indian literature, Arts and Culture, International Organization
- d learn the current situation in the India and the world and also helpful to potential journalists/editors/media personnel

Course Content

Unit-1: Current Affair (1 Credit, 25%)

Indian and World Geography: Physical, Social, Economic Geography of India and the World.

Indian Polity and Governance: Constitution, Political System, Panchayati Raj, Public Policy, Rights Issues, etc.

Economic and Social Development: Sustainable Development, Poverty, Inclusion, Demographics, Social Sector initiatives, etc.

General issues: Environmental Ecology, Bio-diversity and Climate Change

Unit-2: Organization (1 Credit, 25%)

United Nation Organization and its all agencies

Regional Organization – EU, ASEAN, SAARC, NGOS

Unit-3 India's Relation (1 Credit, 25%)

Indo- China, Indo –United States, South Asia and Neighboring Countries

Unit-4 Arts and Culture (1 Credit, 25%)

Indian Literature

Sports and culture

Books, Magazines and Newspaper

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Nitin Singhania, *Indian Art and Culture*, McGraw Hill Education (India) Pvt Ltd., New Delhi, 2015.
2. Mammen Mathew, *Manorama Yearbook 2016*, Malayalam Manorama, Thiruanantapuram, 2016.
3. M. Laxmikanth, *Indian Polity for Civil Services Examinations*, 4th edition, McGraw Hill Education, New Delhi, 2013.
4. Ramesh Singh, *Indian Economy*, 5th edition, McGraw Hill Education, New Delhi, 2013.
5. Economic Survey - (Economy)
6. Ashok Kumar Singh, *Science and Technology for Civil Services Examination*, 1st edition, McGraw Hill Education, New Delhi, 2008.
7. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*, 2nd edition, Oxford University Press, USA, 2011.
8. Magazines: Yojana, Outlook, Frontline, Pratiyogita Darpan
9. Newspaper- Hindu, Times of India, Regional Newspapers and e -Newspapers

PA04JMCE25: Dissertation/Research Project based on Field Work

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

Learning Outcomes

The learners are expected to

- a gain exposure to hands-on experience of the chosen field.
- b present a dissertation/research report showing the amount of field work done as a part of the practicum.

Course Requirement

- 1 The students will be attached to a public relations agency/advertising agency for hands-on training in the field
- 2 They shall present a mini-report showing the amount of field work done as a part of the practicum

While submitting the Dissertation/Research Report, student/s shall need to follow the rules stated below:

- 1 The students shall submit 2 hard-bound copies and one soft-copy in PDF format on CD of their Synopsis and Research Report at the end of the fourth semester to the department/college/institute.
- 2 The Synopsis must cover the following topics:
Introduction
Research Methodology
Major Findings and Conclusions
Suggestions and Bibliography
- 3 The format of the Research Report will be as under:
Chapter – 1: Introduction
Chapter – 2: Review of Literature
Chapter – 3: Research Methodology
Chapter – 4: Research Setting (if applicable)
Chapter – 4: Data Analysis and Interpretation
Chapter – 5: Findings, Conclusions, Suggestions and Plan of Action
Annexure: (A) Bibliography (B) Tool of Data Collection

OR

- 4 Students can also prepare Documentary film (10 to 25 Minutes duration), Short Film, News portal, Advertising campaign, Social message package using various media, Radio documentary or feature, Theme-based coffee table book, working model of any media as a part of their Research Project work in IV Semester.

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation. Internal evaluation of the Research Report will be conducted on the basis of regularity in research conferences, timely submissions of research work, quality of report, and other such aspects as found relevant by the Department/Institute/P.G. Centre.

Particulars	Marks
Field Work/Practicum Viva	150

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks. External evaluation of Research Report will be conducted through viva-voce examination by the University by a committee comprising of Internal and External examiners from the academics and/or practicing Journalist/Editor/Producer/Media Researcher/Freelance Journalist/TV-Film Director/Writer etc.

Particulars	Marks
Field Work/Practicum Viva	150

The IV Semester External Viva Voce will be on the basis of the Research Report.

PA04JMCF27: Communication Research Method

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to hands-on experience of the chosen field.
- b present a dissertation/research report showing the amount of field work done as a part of the practicum.

Course Content

Unit -1: The Scientific Approach (1 Credit, 25%)

- 1.1 Introduction to research, Steps in Scientific Research, Types and methods of scientific research
- 1.2 Meaning, Function/Goals of research design, Characteristics of Good Research Design
- 1.3 Sampling Basis concepts, Purpose of sampling, Principles of sampling, Types of sampling, Sampling in Qualitative Research, sample Size, Sources of data collection.

Unit-2: Data processing, Classification, Analysis Plan and Use of Statistics (1 Credit, 25%)

- 2.1 Definition, concept, and need of statistics in research.
- 2.2 Coding, Editing, Master-sheet, categorization and tabulation.
- 2.3 Level of Measurement
- 2.4 Reliability and Validity measures: Concept and Difference.
- 2.5 Co-relation- Karl Pearson
- 2.6 Measures of Central tendency: Mean, Median, Mode
- 2.7 Test and Hypothesis: Introduction, t-test and Chi-square tests.

Reporting in research

- 2.8 Research Proposal
- 2.9 Research Report

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. C. R. Kothari, *Research Methodology: Methods and Techniques*, New Age International Publishers, New Delhi, 2004.
2. V. P. Michael, *Research Methodology in Management*, Himalaya Publishing House, New Delhi, 2012.
3. Richard I Levin and David S Rubin, *Statistics for Management*, 7th Edition, Prentice Hall, Upper Saddle River, N.J., 1997.
4. L. N. Kohli, *Research Methodology*, Y. K. Publisher, Agra, 2004.
5. Ranjit Kumar, *Methods and Techniques of Social Research: A Step-by-Step Guide for Beginners*, 3rd edition, SAGE Publications, London, 2011.
6. D. K. Laldas, *Practice of Social Research*, Rawat Publications, Jaipur, 2000.
7. Ram Ahuja, *Research Methods*, Rawat Publications, Jaipur, 2005.