

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

COMMUNICATION RESEARCH METHODS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Communication Theory is an important component in research
(i) Media studies (ii) Research
(iii) Media sciences (iv) Social studies
- 2 Reliability and Validity is an important factor for
(i) Research (ii) Variable
(iii) Focus group (iv) Criteria
- 3 Triangulation is a
(i) Mixed method (ii) Quantitative method
(iii) Process (iv) Concept
- 4 Focus group research method is a
(i) Mixed method (ii) Quantitative study
(iii) Innovative process (iv) Qualitative study
- 5 Field study in research is a
(i) Data collection process (ii) Content analysis
(iii) Qualitative study (iv) Research design

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Write an introduction to social science research.
OR
b Write a short note on Communication theories.
- 7 a Explain variables in research methodology.
OR
b What is observation method in media research?
- 8 a What is a research question? Explain the term.
OR
b Why do we need to write review of Literature in research process?

Cont...

- 9 a Explain the Survey techniques in research methodology.
OR
b Discuss Content analysis in Communication research.
- 10 a Write on ANOVA Quantitative research process.
OR
b Write the importance of Bibliography in research process.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the nature and scope of communication research in India.
OR
b Discuss the significance of Mass media research today.
- 12 a Explain secondary data in research and write its applications.
OR
b Write the types of Questionnaire methods in research and its applications.
- 13 a How review of literature process helps the researcher to continue the process?
OR
b Write about Hypothesis Concept explain.
- 14 a Write about Explanatory and Explorative research methods with examples.
OR
b Write and explain Qualitative research method in the research process.
- 15 a Write about ethics in research, why it is important in research?
OR
b Write and Explain Quantitative research methods in the research process.

Z-Z-Z

END