

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 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 Research means
(i) Systematic Enquire (ii) Problem-solving techniques
(iii) Mathematical Tools (iv) Statistics
- 2 How are random sampling techniques helpful?
(i) Reasonable Accuracy (ii) An economical method of data collection\
(iii) Free from personal biases (iv) All the above
- 3 Likert scale is a
(i) Rating scale (ii) Radom scale
(iii) Secondary data (iv) None of the above
- 4 Chi-Square test is a
(i) Statistical tool (ii) Rating Scale
(iii) T-test (iv) All the above
- 5 Bibliography means
(i) Description of publications (ii) Information
(iii) Keynotes (iv) Footnotes

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) Define social science.
OR
b) What is research?
- 7 a) What is an ordinal scale?
OR
b) Explain the primary data.
- 8 a) What are the types of hypotheses?
OR
b) Explain the mixed methods.

Cont...

- 9 a) Write a note on the audience survey.
OR
b) Explain the importance of the T-test.
- 10 a) Write a note on the literature review.
OR
b) Explain the non-parametric statistics.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Explain the nature of communication research.
OR
b) Describe the scope of communication research.
- 12 a) Explain the different types of scales in research.
OR
b) Explain the difference between the questionnaire and the schedule.
- 13 a) What is the research problem? Explain the statement of the problem.
OR
b) Explain the importance of a literature review.
- 14 a) Explain the process of the triangulation method.
OR
b) Describe the difference between qualitative and quantitative research methods.
- 15 a) Explain the process of the chi-square test.
OR
b) Describe the importance of statistical tools in research.

Z-Z-Z

END