

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

COMMUNICATION RESEARCH METHODS

Time: Three Hours

Maximum: 75 Marks

SECTION - A (10 MARKS)

Answer ALL questions

ALL questions carry EQUAL marks

(10x1= 10)

		K Level	CO
1	In the process of conducting research 'Formulation of Hypothesis' is followed by A. Statement of Objectives B. Analysis of Data C. Selection of Research Tools D. Data Collection	K1	CO1
2	_____ is a research approach that relies heavily on observation but can also incorporate a variety of (usually qualitative) methods. A. Empirical B. Theoretical C. Ethnography D. Readership	K2	CO1
3	Which of the following are sources for finding related literature? A. Print B. Electronic C. Verbal D. None of the above	K1	CO2
4	According to Maxwell (2013) in mixed methods research the word "design" has at least how many distinct meaning? A. One B. Two C. Three D. Four	K2	CO2
5	Which of these is disadvantage of quantitative research? A. Lack of context B. Hypothesis testing C. Large Sampling D. Direct comparisons	K1	CO3
6	What research method describes the characteristics of the population or phenomenon studied? A. Descriptive B. Theoretical C. Experimental D. Readership	K2	CO3
7	Which is NOT the approach of content analysis (qualitative research)? A. Conventional B. Directed C. Summative D. Validate	K1	CO4
8	_____ survey are those that are administered at just one point in time. A. Cross Sectional B. Trend C. Panel D. Cohort	K2	CO4
9	A research paper is a brief report of research work based on. A. Primary Data only B. Secondary Data only C. Both Primary and Secondary Data D. None of the above	K1	CO5
10	Mean, Median and Mode are : A. Measures of Deviation B. Ways of sampling C. Central Tendency measures D. None of these	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** marks

(5x7 = 35)

			K Level	CO
11	a)	Explain Review of Literature and its importance in research.	K4	CO1
		[OR]		
	b)	What is survey? Explain its types.	K4	CO1
12	a)	When to choose the Convergent Design?	K5	CO2
		[OR]		
	b)	Define Holistic. Elaborate the different types of holistic research.	K4	CO2
13	a)	Discuss the methods of tabulating data.	K4	CO3
		[OR]		
	b)	How will you quote an article, a book and online materials in your research report?	K5	CO3
14	a)	Differentiate between qualitative and quantitative methods to conduct research.	K5	CO4
		[OR]		
	b)	Define 'text' in communication research. How it is analysed? Explain with example.	K5	CO4
15	a)	Compare and contrast a structured and unstructured interview.	K6	CO5
		[OR]		
	b)	Describe the ethics in conducting research.	K6	CO5

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** marks

(3 × 10 = 30)

		K Level	CO
16	'Hypothesis is the first step to designing your research'. Bring out its importance with suitable illustrations.	K6	CO1
17	Explain fundamental research and applied research.	K5	CO2
18	Examine the relevance of content analysis. Prepare a proposal to analyse the COVID'19 issue in Tamil Nadu.	K4	CO3
19	What is sampling? What are the major types of sampling procedures you have studied? Describe any three of them in detail.	K5	CO4
20	Analyse the areas of research new media has lent itself to.	K4	CO5

Z-Z-Z END