

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch -ELECTRONIC MEDIA

COMMUNICATION THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What type of communication involves an individual's internal thought process? a) Mass communication b) Interpersonal communication c) Intrapersonal communication d) Group communication	K1	CO1
	2	Non-verbal communication includes which of the following? a) Written reports b) Body language c) Emails d) Group discussions	K2	CO1
2	3	Which communication model is considered the earliest and focuses on the speaker, message, and audience? a) Shannon and Weaver model b) Aristotle's model c) Lasswell's model d) Gerbner's model	K1	CO1
	4	Which model introduces the concept of "noise" that interferes with the transmission of the message? a) Defleur's model b) Shannon and Weaver's model c) Westley and Maclean's model d) Gerbner's model	K2	CO1
3	5	Which theory suggests that media messages have a direct, immediate, and powerful effect on audiences, similar to an injection? a) Two-step flow theory b) Magic bullet theory c) Agenda-setting theory d) Cognitive dissonance theory	K1	CO1
	6	Which of the following is a key concept in uses and Gratification theory? a) Uniform media influence b) Active audience seeking c) Exposure changes attitudes d) Media controls beliefs	K2	CO1
4	7	Who proposed the idea that "The medium is the message," emphasizing that the way information is delivered is more important than the content itself? a) Karl Marx b) Everett Rogers c) Marshall McLuhan d) Herbert Marcuse	K1	CO1
	8	Which theory suggests that media technology shapes how individuals and societies think and behave? a) Knowledge Gap Hypothesis b) Technological Determinism c) Marxist Media Theory d) Diffusion of Innovations	K2	CO1
5	9	Participatory communication for sustainable development focuses on: a) Media controlling the message b) Audiences passively receiving information c) Engaging communities in the decision-making process d) Governments dictating development policies	K1	CO1
	10	What role does Information and Communication Technology (ICT) play in sustainable development? a) Provides entertainment through media b) Helps in spreading awareness and access to essential services c) Primarily serves commercial interests d) Focuses solely on social media use	K2	CO1

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the principles of the 7 C's of communication that can be applied for effective communication.	K3	CO2
		(OR)		
	11.b.	Explain the different types of communication with examples.		
2	12.a.	Explain the key components of the Lasswell communication model and how it helps in understanding the function of mass communication.	K2	CO1
		(OR)		
	12.b.	Compare and contrast the Osgood and Schramm model with the Westley and Maclean model in terms of feedback and communication process.		
3	13.a.	Examine Lazarsfeld's Two-step Flow Theory and express how it differs from the Magic Bullet Theory in understanding media influence on audiences.	K4	CO3
		(OR)		
	13.b.	Analyze the Agenda-Setting Theory and its implications on how media shape's public opinion with an example.		
4	14.a.	Choose Roger's Diffusion of Innovations theory and explain how it applies to the adoption of new media technologies in society with examples.	K3	CO4
		(OR)		
	14.b.	Explain how the Normative Theories of the Press guide the way media should work in society from your perception.		
5	15.a.	Assess the role of mass communication in shaping societal attitudes toward sustainable development goals (SDGs).	K5	CO5
		(OR)		
	15.b.	Explain how participatory communication contributes to sustainable development. Provide examples of successful initiatives where media has empowered communities to engage in sustainable practices.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Identify the key barriers to effective communication and explain how can these barriers be overcome.	K3	CO2
2	17	Compare the two communication models: Aristotle, Shannon and Weaver for its strengths and limitations.	K4	CO4
3	18	Examine how cognitive dissonance affect media consumption of an individual in shaping media choices and interpretation of information. Provide real-life examples.	K5	CO5
4	19	Evaluate the impact of McLuhan's "Medium is the Message" theory and Technological Determinism on modern mass communication.	K5	CO5
5	20	Analyze the relationship between media, ICT, and sustainable development in India, particularly in areas of social emancipation and economic growth.	K4	CO4

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - ELECTRONIC MEDIA

MEDIA LAWS AND ETHICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the main purpose of directive principles of state policy in the Indian constitution? a) To impose duties on citizens b) To guide the legislature in law-making c) To protect individual rights d) To regulate elections	K1	CO1
	2	What is the main objective of the preamble to the Indian Constitution? a) To outline the powers of the judiciary b) To define the roles of the executive c) To state the ideals of justice, liberty, and equality d) To describe the directive principles of state policy	K2	CO2
2	3	Which of the following best defines "Prima Facie"? a) A sworn written statement b) A case in which evidence is sufficient to prove a fact unless disproved c) The party being sued in a lawsuit d) The legal process of acquitting a defendant	K1	CO1
	4	Which of the following terms refers to a person who initiates a legal suit? a) Plaintiff b) Defendant c) Accused d) Prosecutor	K2	CO2
3	5	What ethical issue is associated with the practice of 'paid news' in journalism? a) Transparency in reporting b) Conflict of interest and lack of objectivity c) Freedom of expression d) Protection of intellectual property	K1	CO1
	6	Which statement is true about the copyright act in India? a) Unlimited copying is allowed b) It protects original works c) It applies only to digital content d) Registration is required for protection	K2	CO2
4	7	Which of the following is a key objective of the privacy and data protection bill in India? a) To promote the use of social media b) To regulate the content of television programs c) To establish a framework for data protection and privacy for individuals d) To monitor internet usage by citizens	K1	CO1
	8	What is one of the main components of the TRIPS agreement? a) To provide standards for the protection of intellectual property rights b) To eliminate tariffs on goods c) To regulate the trade of services d) To establish free trade zones	K2	CO2

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5	9	Which of the following best describes the concept of the "social responsibility of the press"? a) To maximize profits through sensationalism b) To provide unbiased information and serve the public interest c) To support government policies unconditionally d) To focus solely on entertainment value	K1	CO1
	10	The Right to Information Act 2005 was enacted in India to a) Regulate media ownership b) Increase censorship of media content c) Protect intellectual property rights d) Promote transparency and accountability in government	K2	CO2

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the role of the Election Commission in ensuring free and fair elections in India.	K2	CO2
		(OR)		
	11.b.	Compare the fundamental rights in the Indian Constitution with the bill of Rights in the U.S. constitution.		
2	12.a.	Identify the reasonable restrictions placed on the freedom of speech under Article 19(2) of the Indian constitution.	K3	CO5
		(OR)		
	12.b.	Classify the key features of the Right to Information (RTI) Act and its impact on promoting transparency in India.		
3	13.a.	Examine the powers and responsibilities of the Press Council of India.	K4	CO3
		(OR)		
	13.b.	Analyze the key provisions of the Working Journalists Act.		
4	14.a.	Discuss the significance of the Information Technology Act in the context of cybercrime in India.	K4	CO3
		(OR)		
	14.b.	Analyze the role of public interest litigation (PIL) in enhancing consumer rights in India.		
5	15.a.	Evaluate the role of media advocacy in uplifting marginalized communities in India.	K5	CO4
		(OR)		
	15.b.	Determine the ethical challenges faced by media professionals in India, particularly in the context of sensationalism and the portrayal of marginalized communities.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine the distribution of powers between the Union and the States in India. How does the Constitution ensure a balance between centralized authority and state autonomy.	K4	CO3
2	17	Critically analyze the balance between the right to freedom of speech and expression and the restrictions imposed on media by laws such as the Official Secrets Act, the Contempt of Court Act and defamation provisions.	K4	CO3
3	18	Determine the key ethical challenges faced by media professionals in relation to conflict of interest and fabrication of news with appropriate examples.	K5	CO4
4	19	Evaluate the challenges and opportunities presented by the convergence of media and cyber law in the context of advocacy for marginalized communities, such as LGBTQI individuals.	K5	CO4
5	20	Examine the challenges to media freedom in India focusing on political, commercial and legal influences.	K4	CO3

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - ELECTRONIC MEDIA

REPORTING, WRITING AND EDITING FOR BROADCAST MEDIA

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No	Question	K Level	CO
1	Journalistic writing is a form of _____ writing used to report news and factual events which can be used in all electronic media. a) Non-fictional b) Fictional c) Precise d) D. Fantasy	K1	CO1
2	The people or documents you use when reporting a story are called _____. a) Sources b) Interviews c) Reader d) Columns	K2	CO1
3	In Inverted Pyramid Style the top part is called the _____. a) Lead b) Body c) Tail d) None of the above	K1	CO2
4	Which reporting goes behind the news and brings out the truth? a) Crime b) Investigative c) Objective d) Interpretative	K2	CO2
5	A _____ is journalism is a guide to grammar, usage, tone and the order of a news report. a) Black book b) Style book c) News book d) Newsletter	K1	CO3
6	A news story in television is said to be timely if it : a) Focuses on past events b) Focuses on present event c). Heard in the previous six hours d) Heard in the current six hours	K2	CO3
7	_____ Journalism, journalism that is conducted by people who are not professional journalists but who disseminates information using social media. a) Yellow b) Citizens c) Creative d) Literacy	K1	CO4
8	Entertainment news, sports news, celebrity news and lifestyle stories in television comes under _____. a) Hard News b) Soft News c) Yellow News d) Sensational News	K2	CO4
9	An advertisement written in the style of a news item (or) feature: a) Ad news b) Print News c) News ad d) None of the above	K1	CO5
10	Which of the following is termed as fifth estate? a) Print Media b) Electronic Media c) Social Media d) None of the above	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Question No	Question		K Level	CO
11	a)	A reporter must have nose news' – Explain the duties and responsibilities of a reporter.	K4	CO1
	[OR]			
	b)	If you are a journalist, what are guidelines you will follow to be a successful journalist?	K4	CO1
12	a)	Define Lead and discuss types of Leads with examples.	K5	CO2
	[OR]			
	b)	List and Explain the various news story sources available for electronic media journalist.	K4	CO2
13	a)	Discuss the duties and responsibilities of an Editor.	K4	CO3
	[OR]			
	b)	Discuss the techniques of writing for television interview.	K5	CO3
14	a)	How do you report news for internet media?	K5	CO4
	[OR]			
	b)	What is radio news? Does it differ from other electronic media news?	K5	CO4
15	a)	Write a feature on 'Media and Women'.	K6	CO5
	[OR]			
	b)	Explain the various phases of news production in Broadcast Media.	K6	CO5

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Question No	Question	K Level	CO
16	Explain in detail the duties and responsibilities of a news reporter.	K6	CO1
17	Discuss the shift from government monopoly to commercialized broadcasting in Indian Radio.	K5	CO2
18	Enumerate the principles of News Editing. What roles does a Chief Sub-Editor play in the making of a television news?	K4	CO3
19	Elaborate on the techniques and facilities available for online data generation for a media person to write news for electronic media.	K5	CO4
20	Elaborate the role of news anchors and presenters in preserving the news essence while presenting the news.	K4	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - ELECTRONIC MEDIA

AUDIO PRODUCTION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Sound is produced due to a) friction b) circulation c) vibration d) refraction	K1	CO4
	2	_____ is the speed of sound in air? a) 330 m/s b) 332 m/s c) 334 m/s d) 336 m/s	K2	CO1
2	3	A microphone's polar pattern determines its _____ to sound from various directions. a) Distortion b) Directivity c) Sensitivity d) None of the mentioned	K1	CO4
	4	SNR stands for _____ a) Sensitivity noise ratio b) Signal noise ratio c) System noise ratio d) Signal – to – noise ratio	K2	CO3
3	5	Which of the following type of microphone collects sound from all direction equally ? a) Omnidirectional b) Cardioid c) Dynamic d) Shotgun	K1	CO3
	6	Analog – to – digital converters (ADCs) are used in disk – based recording to transform audio impulses into digital data? a) analog to analog b) analog to digital c) digital to analog d) digital to digital	K2	CO3
4	7	What is defined as the speaker which covers low audio frequencies? a) Woofer b) Squawker c) Tweeter d) Crossover network	K1	CO3
	8	Choose among the following is also called reverse transducer? a) Microphone b) CD c) Baffle d) Loudspeaker	K2	CO4
5	9	What type of loud speaker is used to achieve the high power output of more than 25 watts? a) Horn b) Electrodynamic c) Cone d) Carbon	K1	CO3
	10	Identify the type of modulation where the modulating wave is superimposed on a high – frequency carrier wave. a) Phase modulation b) Amplitude modulation c) Frequency modulation d) Wavelength modulation	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the different types of microphones commonly used in audio recording and live sound applications ? Explain its key and characteristics.	K3	CO1
	(OR)			
	11.b.	Construct the essential components and layout considerations when designing the structure of an audio studio.		
2	12.a.	Analyze the key components and functionalities of a DAW, and how do they contribute to the music production process.	K4	CO4
	(OR)			
	12.b.	Compare the significance of a studio communication system in a recording or broadcasting environment?		
3	13.a.	Examine on factors should a recording engineer consider when choosing an audio file format for a recording session, and how do different formats impact the quality and storage requirements of audio recordings.	K4	CO3
	(OR)			
	13.b.	Classify the different audio effects and explain their applications in both recording and mixing processes.		
4	14.a.	Identify the special audience programs in radio, and how do they cater to niche or specific interest groups?	K3	CO5
	(OR)			
	14.b.	Identify the examples of News / Talk Radio with its formats and discuss how they influence program scheduling and listener demographics.		
5	15.a.	Elucidate the key rules and regulations governing community radio stations in India.	K5	CO2
	(OR)			
	15.b.	Explain Digital Audio Broadcasting(DAB), and how does it differ from traditional analog radio broadcasting?		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explicate the organizational structure and the step – by – step process of how a radio station operates, from content creation and scheduling to broadcasting and audience engagement.	K5	CO1
2	17	Compare the distinct functions of a preamplifier, mixer and audio interface in a typical recording setup.	K5	CO2
3	18	Analyze the process of audio post – production, and what are the key steps and techniques involved in enhancing and refining audio content during the post – production phase.	K4	CO4
4	19	Criticize special audience programs, such as those focused on hobbies, sports, or cultural interests, and discuss the importance of tailored content in building dedicated listener communities.	K5	CO3
5	20	Inspect on Artificial Intelligence (AI) transforming the music industry, both in terms of music composition and listener experiences?	K4	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - ELECTRONIC MEDIA

TELEVISION AND VIDEO PRODUCTION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary function of a television studio? A) Live broadcasting B) Post-production editing C) Equipment storage D) Audience seating	K1	CO1
	2	Which type of video signal is commonly used in analog television systems? A) PAL B) SECAM C) NTSC D) HDTV	K2	CO1
2	3	ENG is commonly used for: A) Recording scripted TV shows B) Capturing spontaneous news events C) Creating special effects D) Editing feature films	K1	CO2
	4	OB vans are equipped with: A) Green screens B) Video editing software C) Makeup stations D) Multiple cameras and audio equipment	K2	CO2
3	5	What is the role of a cinematographer? A) To write the script for the production B) To operate the camera and capture the visuals C) To direct the actors' performances D) To edit the footage into a final product	K1	CO3
	6	What is the purpose of a multi-camera setup in television production? A) To capture different angles simultaneously B) To create special effects C) To reduce production costs D) To provide lighting for the set	K2	CO3
4	7	What is the purpose of broadcasting standards? A) To ensure fair competition among broadcasters B) To regulate the content and quality of broadcasts C) To promote the use of digital technologies in broadcasting D) To reduce the cost of broadcasting equipment	K1	CO4
	8	Which type of editing is often used to create a sense of urgency or tension? A) Jump cut B) Fade cut C) Match cut D) Cross-cutting	K2	CO4
5	9	How can television shows influence gender norms? A) By portraying diverse gender roles B) By reinforcing traditional stereotypes C) By promoting gender equality D) By excluding gender diversity	K1	CO5

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5	10	What is one way television shows impact cultural identity? A) By discouraging cultural exchange B) By promoting global homogeneity C) By showcasing traditional practices D) By limiting access to diverse content	K2	CO5
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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain various types of video formats.	K2	CO1
	(OR)			
	11.b.	Describe the different types of camera lenses and their purpose.		
2	12.a.	Write a note on (i) short film (ii) News Documentary (iii) Talk Show.	K3	CO2
	(OR)			
	12.b.	Elucidate the importance of budgeting in feature film making.		
3	13.a.	Discuss the various types of shots and their meaning.	K4	CO3
	(OR)			
	13.b.	Explain the role of Production manager in television production.		
4	14.a.	Discuss various types broadcasting standards.	K4	CO4
	(OR)			
	14.b.	Describe the advantages of nonlinear editing.		
5	15.a.	How does a social medium influence cultural exchange and understanding?	K5	CO5
	(OR)			
	15.b.	How does digital content publishing contribute to the diversity of voices in media?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Detail the various accessories that are used for video production.	K5	CO1
2	17	Discuss the importance of story development for a good feature film.	K6	CO2
3	18	Discuss the role of director in a movie project.	K4	CO3
4	19	What challenges and opportunities does digital content publishing present for creators and consumers?	K4	CO4
5	20	Elaborate the influence of media on global cultural trends.	K5	CO5

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch - **ELECTRONIC MEDIA**

FILM STUDIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a characteristic of film as a medium? a) Sequential b) Spatial c) Temporal d) Interactive	K1	CO1
	2	What is the difference between a narrative and a non-narrative film? a) Narrative films have a clear story structure, while non-narrative films do not. b) Narrative films are always fictional, while non-narrative films are always documentary. c) Narrative films focus on characters and their actions, while non-narrative films focus on ideas and concepts. d) Narrative films have a beginning, middle, and end, while non-narrative films do not.	K2	CO1
2	3	Which of the following is a key element of mise en scène? a) Editing b) Sound c) Cinematography d) Set design	K1	CO2
	4	What is the significance of the Battleship Potemkin's Odessa Steps sequence? a) It demonstrates the power of montage in creating emotional impact. b) It is a classic example of expressionist filmmaking. c) It was the first film to use sound. d) It was the first film to be shot in color.	K2	CO2
3	5	Which of the following directors is associated with the Italian Neorealist movement? a) Akira Kurosawa b) Alfred Hitchcock c) Vittorio De Sica d) Martin Scorsese	K1	CO3
	6	What is the primary function of film editing? a) To create special effects b) To control the pace and rhythm of the film c) To add sound to the film d) To determine the length of the film	K2	CO3
4	7	What is the difference between formalism and neo-formalism in film theory? a) Formalism focuses on the form and structure of the film, while neo-formalism focuses on the content and meaning. b) Formalism is a more recent theory than neo-formalism. c) Formalism is associated with French film theory, while neo-formalism is associated with American film theory. d) Formalism emphasizes the importance of narrative, while neo-formalism emphasizes the importance of mise en scène.	K1	CO4
	8	Which one of the following directors is known for his use of long takes and deep focus? a) Alfred Hitchcock b) Orson Welles c) Quentin Tarantino d) Majid Majidi	K2	CO4

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5	9	What is the significance of national cinema? a) It refers to the idea that films reflect the cultural identity of a nation. b) It is a way of classifying films based on their genre. c) It is a government-imposed censorship system. d) It is a film festival held in different countries.	K1	CO5
	10	Which of the following director is considered a pioneer of the French New Wave? a) Francois Truffaut b) Vittorio De Sica c) Akira Kurosawa d) Martin Scorsese	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the difference between formalism and neo-formalism film theories.	K2	CO1
	(OR)			
	11.b.	Discuss how costume can be used to convey character traits and social status in a film?		
2	12.a.	Analyze the role of montage in creating a sense of rhythm and tension in a film sequence.	K5	CO5
	(OR)			
	12.b.	Identify a basic shot for a scene depicting a heated argument between two characters.		
3	13.a.	Evaluate the impact of censorship on Indian cinema.	K2	CO2
	(OR)			
	13.b.	Define the concept of "mise en scène" and explain its importance in film production.		
4	14.a.	Demonstrate how sound can be used to create suspense and tension in a horror film.	K3	CO3
	(OR)			
	14.b.	Analyze the significance of Akira Kurosawa's "Rashomon" in the history of world cinema.		
5	15.a.	Propose 'One line' and 'Screenplay' for a film that explores a contemporary social issue through the realist lens.	K5	CO5
	(OR)			
	15.b.	Evaluate the contributions of Satyajit Ray to Indian cinema.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Compare and contrast the approaches of formalism and psychoanalysis Film theories.	K4	CO1
2	17	Develop a character analysis of a protagonist from a film of your choice, considering their motivations, conflicts, and evolution in the narrative.	K5	CO2
3	18	Critically evaluate the use of special effects in contemporary cinema, considering both their potential benefits and drawbacks.	K3	CO3
4	19	Analyze the impact of Italian neo-realism on global cinema and its influence on subsequent film movements.	K4	CO4
5	20	Propose a film 'One line' and 'Screenplay' for a film that explores a contemporary social issue through a post-modernist lens, considering techniques such as irony, pastiche, and fragmentation.	K5	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – ELECTRONIC MEDIA

RESEARCH METHODS IN COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is the primary purpose of communication research? a) To improve media production b) To understand communication processes c) To increase advertising revenue d) To train journalists	K1	CO1
2	Which of the following is an example of a qualitative research method? a) Survey b) Focus group c) Statistical analysis d) Experimental design	K2	CO2
3	What does the term "variable" mean in research? a) A mathematical equation b) A constant value c) A changeable factor that can be measured d) A research hypothesis	K1	CO1
4	How does a literature review contribute to research planning? a) It provides data for analysis b) It identifies gaps in existing knowledge c) It determines the sample size d) It conducts the actual experiment	K2	CO2
5	What is the primary characteristic of experimental research? a) Large sample sizes b) Manipulation of variables c) Use of questionnaires d) Long-term observations	K1	CO3
6	Which sampling method involves dividing the population into subgroups? a) Random sampling b) Convenience sampling c) Stratified sampling d) Snowball sampling	K2	CO2
7	What is the purpose of content analysis in media research? a) To edit media content b) To systematically analyze message characteristics c) To create new media content d) To measure audience size	K1	CO3
8	How does a Likert scale typically measure attitudes? a) Through open-ended questions b) By recording physical responses c) Using a range of agreement/disagreement statements d) Through binary yes/no responses	K2	CO4
9	What does SPSS stand for in the context of data analysis? a) Standard Protocol for Social Sciences b) Statistical Package for the Social Sciences c) System for Processing Survey Samples d) Structured Program for Statistical Studies	K1	CO5
10	Which of the following is an example of a parametric statistical test? a) Chi-square test b) Mann-Whitney U test c) T-test d) Wilcoxon signed-rank test	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Explain the importance of a literature review in communication research. How does it contribute to the overall research process?	K2	CO1
	(OR)		
11.b.	What are the various means of conducting literature surveys in this modern era?		
12.a.	Describe the key elements of research in communication studies. How do these elements work together to form a comprehensive research approach?	K2	CO2
	(OR)		
12.b.	Discuss the process of formulating a research hypothesis. Why is this step crucial in the research planning phase?		
13.a.	Explain the differences between descriptive, analytical, and experimental research designs. Provide an example of each in the context of communication research.	K3	CO3
	(OR)		
13.b.	Describe the key characteristics of longitudinal research designs. What are the advantages and challenges of using this approach in communication studies?		
14.a.	Discuss the importance of validity and reliability in communication research. How can researchers ensure their data collection methods meet these criteria?	K1	CO4
	(OR)		
14.b.	Compare and contrast the use of interviews and focus groups as data collection methods in communication research. In what scenarios might one be preferred over the other?		
15.a.	Explain the process of data analysis using SPSS software. How does this tool assist researchers in interpreting their findings?	K2	CO5
	(OR)		
15.b.	Discuss the ethical considerations researchers must keep in mind when conducting communication studies. How do these ethical principles impact the research process?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain the importance of research in communication studies. How do concepts, variables, and theories influence research planning?	K3	CO1
17	Discuss the differences between qualitative and quantitative research approaches. How does sampling affect research outcomes? Explain the various types of sampling techniques used in media research.	K4	CO2
18	Describe the various types of research design and their characteristics. How is content analysis used in communication research?	K4	CO3
19	Explain the process of creating a questionnaire and its administration in communication research. Discuss the importance of validity and reliability in data collection tools.	K3	CO4
20	Explain the content analysis methodology with its ten steps.	K5	CO5

Z-Z-Z

END