PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MA DEGREE EXAMINATION MAY 2025
(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   (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Scientific research is a. Public b. Predictive c. Systematic and cumulative d. All of the above	K1	CO1
	2	Why is the development of mass media research considered essential in contemporary society? a. It provides a platform for entertainment without any educational value b. It helps in understanding the impact of media on public opinion, behaviour and culture c. It focuses exclusively on the economic profitability of media organisations d. It eliminates the need for traditional forms of communication and interaction	K2	CO1
2	3	Convenience sampling comes under a. Probability sampling b. Non-probability sampling c. Content analysis d. Random sampling	K1	CO4
	4	Which of the following is *not* a level of measurement? a. Primal b. Ordinal c. Nominal d. Interval	K2	CO3
3	5	A hypothesis usually appears in a. Qualitative research b. Ethnography c. Participatory research d. Quantitative research	K2	CO3
	6	Triangulation is a. About triangles and circles b. A mixed methods research design c. A tributary model of communication d. Tribal macabre	K1	CO3
4	7	Which of the following is the most rigorous and valid research method for establishing causality or causal relationships (cause and effect)? a. Thematic analysis b. CDA c. Experiment d. RTA	K1	CO3
	8	Qualitative research usually involves a. Subjective interpretations b. Inductive reasoning c. Both (a) and (b) d. Neither (a) nor (b)	K2	CO2
5	9	What does the Chi-Square test primarily assess? a. The mean differences between groups b. The relationship between categorical variables c. The variance within a sample d. The correlation between two continuous variables	K1	CO5
	10	Which of the following is a primary assumption of ANOVA? a. The samples are dependent b. The distribution of the data is binomial c. The samples are normally distributed d. The groups have unequal variances	K2	CO5

Cont...

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.	Overview social science research.	K4	CO1
		(OR)		
	11.b.	Discuss the need for the development of mass media research in India.		
2	12.a.	Define measurement and discuss its levels using examples.	K4	CO3
		(OR)		
	12.b.	Explain any THREE popular types of scales.		
3	13.a.	Discuss the relevance of research questions and hypotheses in research.	K3	CO3
		(OR)		
	13.b.	Outline the importance of the literature review.		
4	14.a.	Explain the types of mixed-methods research.	K3	CO3
		(OR)		
	14.b.	Differentiate between qualitative and quantitative research approaches.		
5	15.a.	Outline the techniques of qualitative data analysis.	K2	CO5
		(OR)		
	15.b.	Comment on ethics in conducting research.		

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	Characterise the scientific method of research.	K4	CO1
2	17	Discuss any FIVE popular methods of sampling and their applications with apt examples.	K4	CO3
3	18	Choose a media research question, develop hypotheses and explain how the variables can be measured and hypotheses tested using TWO popular research methods.	K4	CO2/ CO4
4	19	Compare and contrast any THREE popular research methods.	K4	CO3
5	20	Anova: Explain its assumptions, SPSS process and interpretation of results.	K4	CO5

Z-Z-Z   END