

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2025
(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)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a characteristic of communication research? a) Systematic inquiry b) Based on evidence c) Arbitrary conclusions d) Objective analysis	K1	CO1
	2	Why is a literature review important in communication research? a) It eliminates the need for defining research variables b) It helps in identifying gaps and building a theoretical foundation c) It replaces the need for research planning d) It only provides a list of past studies without analysis	K2	CO1
2	3	Which of the following is a probability sampling method? a) Convenience sampling b) Purposive sampling c) Simple random sampling d) Snowball sampling	K1	CO2
	4	A researcher chooses to conduct an ethnographic study of online gaming communities. Which feature best describes this approach? a) It emphasizes numerical data and statistical testing b) It relies on long-term immersion to understand cultural practices c) It uses large-scale surveys to collect standardized responses d) It tests a hypothesis through controlled laboratory experiments	K2	CO2
3	5	In which type of research design does the researcher manipulate one variable to observe its effect on another while controlling other factors? a) Descriptive design b) Analytical design c) Experimental design d) Longitudinal design	K1	CO3
	6	A researcher analyzes advertisements to study how symbols and signs convey cultural meanings. This approach is best described as: a) Case study b) Content analysis c) Semiotic analysis d) Descriptive research	K2	CO3
4	7	Which of the following is a scale that measures attitudes using a series of statements rated on an agree-disagree continuum? a) Thurstone scale b) Likert scale c) Semantic Differential scale d) Guttman scale	K1	CO4
	8	A researcher collects feedback on a certain advertisement by organizing a focus group discussion. What is the primary advantage of this method? a) It provides numerical data for statistical analysis b) It allows in-depth exploration of participants' attitudes and perceptions c) It eliminates the possibility of researcher bias d) It ensures results are generalizable to the entire population	K2	CO4
5	9	Which statistical test is commonly used to examine the difference between the means of two groups ? a) Chi-Square test b) Correlation test c) T-test d) ANOVA	K1	CO5

Cont...

5	10	A researcher codes qualitative interview data into themes before analysis. What is the primary purpose of this process? a) To convert textual information into numerical form for easier interpretation b) To increase the sample size for quantitative analysis c) To ensure the data automatically meets parametric test assumptions d) To remove researcher subjectivity completely	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.	Examine the importance of literature review in communication research. (OR)	K4	CO1
	11.b.	Analyze the different types of research in communication studies.		
2	12.a.	Evaluate the effectiveness of content analysis in studying media messages systematically. (OR)	K5	CO2
	12.b.	Explain the importance of formulating a clear hypothesis in the research process.		
3	13.a.	Compare experimental and descriptive research designs in communication studies. (OR)	K4	CO3
	13.b.	Examine how semiotic analysis helps researchers interpret media texts.		
4	14.a.	Develop Likert scale statements to examine Gen Z's attitudes toward healthy food. (OR)	K6	CO4
	14.b.	Prepare an interview schedule for a focus group discussions to study how audiences adopt social media for disaster-related information.		
5	15.a.	Evaluate the usefulness of a frequency distribution in analyzing research data. (OR)	K5	CO5
	15.b.	Assess the role of the chi-square test in 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	Analyze how the key elements of research relate to one another in a study.	K4	CO1
2	17	Critically assess various sampling techniques and recommend the most appropriate one to achieve fair representation of households across slums in your city for a study on access to clean water (SDG6).	K5	CO2
3	18	Prepare a research design for a research study to evaluate the influence of social media campaigns on voter behavior during elections.	K6	CO3
4	19	Evaluate the ethical challenges researchers may face when applying data collection tools such as online questionnaires in new media research.	K5	CO4
5	20	With respect to parametric and non-parametric statistical tests, analyze how the choice of test depends on the type of data collected and the research problem.	K4	CO5