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

**MA DEGREE EXAMINATION DECEMBER 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 | Which method involves systematic investigation to answer questions about social phenomena in communication research? a) Personal opinion   b) Scientific method c)Guesswork   d) Trial and error | K2 | CO1 |
| | 2 | Why is understanding research methods crucial in communication research? a) It helps improve grammar b) It enables credible and valid findings c) It guarantees popularity d) It is required for entertainment | K2 | CO1 |
| 2 | 3 | Which sampling method involves selecting every nth participant from a list? a) Random sampling   b) Systematic sampling c)Convenience sampling   d) Quota sampling | K3 | CO2 |
| | 4 | Which scale is most commonly used for measuring attitudes in survey research? a) Thurston scale   b) Likert scale c)Semantic differential scale   d) Cumulative scale | K2 | CO3 |
| 3 | 5 | Which is the first step in the research process? a) Data Analysis   b) Statement of the problem c) Sampling   d) Report writing | K2 | CO3 |
| | 6 | A hypothesis must be: a) Long and complicated   b) Meaningless c)Testable and falsifiable   d) Only descriptive | K2 | CO3 |
| 4 | 7 | Triangulation in research refers to: a) Using three types of samples b) Combining multiple research methods c) Manipulating data d) Rejecting hypotheses | K3 | CO4 |
| | 8 | Which is an example of a qualitative research technique? a) Chi-square test   b) Focus groups c)T-Test   d) ANOVA | K3 | CO4 |
| 5 | 9 | Which statistical test is used to compare means between two groups? a) Chi-square   b) T-Test c) ANOVA   d) Regression | K4 | CO5 |
| | 10 | Which is an example of a non-parametric statistical test? a) T-Test   b) Chi-Square c) ANOVA   d) Pearson correlation | K4 | 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. | Explain the nature and scope of communication research in India. | K2 | CO1 |
| | | (OR) | | |
| | 11.b. | Discuss the need for the development of mass media research. | | |
| 2 | 12.a. | Define the different types of variables used in communication research. | K2 | CO2 |
| | | (OR) | | |
| | 12.b. | Explain the levels of measurement and their importance in research. | | |
| 3 | 13.a. | Outline the process of identifying a research problem and statement formulation. | K3 | CO4 |
| | | (OR) | | |
| | 13.b. | Explain the characteristics and functions of a research hypothesis. | | |
| 4 | 14.a. | Compare experimental research and survey research in communication studies. | K3 | CO4 |
| | | (OR) | | |
| | 14.b. | Describe the three approaches to qualitative content analysis. | | |
| 5 | 15.a. | Define parametric and non-parametric statistical tests with examples. | K4 | CO5 |
| | | (OR) | | |
| | 15.b. | Explain the use of Chi-square test and T-test in communication 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 | Discuss the historical evolution of communication research in India and its current challenges. | K3 | CO1 |
| 2 | 17 | Evaluate the advantages and disadvantages of probability and non-probability sampling methods in communication research. | K4 | CO2 |
| 3 | 18 | Critically assess the role of hypothesis testing in shaping research outcomes. | K4 | CO3 |
| 4 | 19 | Compare the strengths and limitations of qualitative content analysis versus case study research in communication. | K4 | CO4 |
| 5 | 20 | Discuss the importance of selecting appropriate statistical tests for communication research data analysis. | K4 | CO5 |

Z-Z-Z   END