

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – ELECTRONIC MEDIA

RESEARCH METHODS IN COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Sometimes a comprehensive review of the literature prior to data collection is not recommended by:
 - (i) Ethnomethodology
 - (ii) Grounded theory
 - (iii) Symbolic Interactionism
 - (iv) Feminist theory
- 2 Research hypotheses are:
 - (i) Formulated prior to a review of the literature
 - (ii) Statements of predicted relationships between variables
 - (iii) (ii) but not (i)
 - (iv) Both (i) and (ii)
- 3 A common test in research demands much priority on
 - (i) Reliability
 - (ii) Useability
 - (iii) Objectivity
 - (iv) All of the above
- 4 Research related to abstract ideas or concept is
 - (i) Empirical research
 - (ii) Conceptual research
 - (iii) Quantitative research
 - (iv) Qualitative research
- 5 A research paper is a brief report of research work based on
 - (i) Primary Data only
 - (ii) Secondary Data only
 - (iii) Both Primary and Secondary Data
 - (iv) None of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain research and its origin in the world.
OR
b Differentiate Concepts and variables.
- 7 a Explain the types of sampling techniques used in research.
OR
b State the use and purpose of Quota sampling.
- 8 a Explain the need for longitudinal research.
OR
b "Semiotics is an excellent tool to analyze visual research"- Discuss.
- 9 a Differentiate qualitative and quantitative research.
OR
b Explain the benefits of mixed-method approach in communication research.
- 10 a List out the ethics to be followed while conducting in-depth interview for research.
OR
b Discuss on the structure of academic journal article writing.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a "Communication research have more scope in this digital era" – Elucidate.
OR
b Review of literature is very much important in any research. Why? Elucidate.
- 12 a Elaborate the types of hypothesis with an example.
OR
b Describe the steps involved in research process.
- 13 a Discuss the importance of reliability and validity of data in research.
OR
b Discuss the uses of different scales in the survey method.
- 14 a Explain in detail the types of data collection and the sources of data collection in research.
OR
b What is a case study research? When do we do case study research? Explain.
- 15 a Explain the importance of coding, themes and categorization in qualitative research with an example.
OR
b Discuss the use of Chi-Square and ANOVA tests in research.

Z-Z-Z

END