

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

**MA DEGREE EXAMINATION DECEMBER 2022  
(Third Semester)**

Branch – **JOURNALISM AND MASS COMMUNICATION**

**COMMUNICATION RESEARCH METHODS**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 Media Research is a
 

(i) Systematic study	(ii) Case study
(iii) Cognitive study	(iv) Legal study
- 2 Data Collection in research includes
 

(i) Field study	(ii) Text
(iii) Group study	(iv) Images
- 3 Statement of the research problem is part of a
 

(i) Research study	(ii) Book
(iii) Language	(iv) Chapter
- 4 Objective of the study is an important criteria in
 

(i) Newspaper	(ii) Research
(iii) Magazine	(iv) Print media
- 5 Statistical tools are part of the
 

(i) Quantitative study	(ii) Mixed methods
(iii) Qualitative study	(iv) Triangulation

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Discuss the development of mass media research.  
OR  
b Explain the role of communication theory in media research.
- 7 a Explain the types of questionnaires in media research.  
OR  
b Discuss about Primary and Secondary sources in media research.
- 8 a Describe the importance of review of literature in research.  
OR  
b State the significance of research design in research process.
- 9 a Explain the focus group method in the research process.  
OR  
b Differentiate qualitative and Quantitative research methods.
- 10 a Differentiate Parametric and Non Parametric statistics.  
OR  
b Explain the different styles adopted in Bibliography

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the Characteristics of social science research.  
OR  
b Briefly Explain the importance of Communication theory in research.
- 12 a Explain sampling design and types of sampling methods.  
OR  
b Write about Questionnaire and interview Schedule.
- 13 a Explain the types of hypothesis.  
OR  
b "Review of literature plays a vital role in research". Justify.
- 14 a Explain about experimental research with an example.  
OR  
b Write and explain Triangulation method in research.
- 15 a Explain research report writing and its applications.  
OR  
b Discuss about the application of SPSS package in quantitative research.

Z-Z-Z

END