

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022
(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 x 1 = 10)

1. What is the purpose of doing research?
 - a. Discovery of new idea
 - b. Solution of a problem
 - c. Investigation of a problem
 - d. All the above
2. Which of the following can be the source of primary data in research?
 - a. Survey
 - b. Survey and experiment
 - c. Experiment
 - d. Survey and Reference
3. What is a brief report of research work based on
 - a. Primary data only
 - b. Secondary data only
 - c. Both primary and secondary data
 - d. None of the above
4. Which of the following is a non-probability sampling?
 - a. Quota sampling
 - b. Cluster sampling
 - c. Systematic sampling
 - d. Stratified random sampling
5. What is the process which follows "Formulation of Hypothesis" in research?
 - a. Statement of objectives
 - b. Analysis of data
 - c. Selection of research tools
 - d. Collection of data
6. What is a Null hypothesis?
 - a. When there is no difference in variables
 - b. the same as research hypothesis
 - c. When there is difference in variables
 - d. Subjective in nature
7. Which type of Research is the population census carried out by the government of India can be an example of?
 - a. Exploratory Research
 - b. Casual Research
 - c. Descriptive Research
 - d. All the above
8. What is termed for uniting various qualitative methods with quantitative methods?
 - a. Coalesce
 - b. Triangulation
 - c. Bipartite
 - d. Impassive
9. A comprehensive full report of the research process is called
 - a. Thesis
 - b. Summary report
 - c. Abstract
 - d. Article
10. Which type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features?
 - a. Chi-Square
 - b. Factor analysis
 - c. t- test
 - d. ANOVA

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a) Discuss the scope and characteristics of research.
Or
b) Justify the need for mass media research from your point of view.
12. a) Describe the differences between observational data and interview data.
Or
b) Briefly narrate on questionnaire construction methods.
13. a) Differentiate research problem and research objectives.
Or
b) Explain how would you formulate hypothesis and express the need for hypothesis testing.
14. a) Discuss the different types of Quantitative research design.
Or
b) Describe the survey research and different methods based on the medium of conducting survey research.
15. a) Analyze the features and steps in writing report for research.
Or
b) Determine the statistical tools in analyzing Qualitative data.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Discuss the need and functions of communication research.
17. Compare and contrast between probabilistic and non- probabilistic sampling procedures.
18. Elucidate the data collection tools employed in research.
19. Differentiate qualitative research and quantitative research methods.
20. Describe in depth qualitative research methods.

Z-Z-Z

END