

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2023
(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 What are the key elements of research that help in the systematic investigation of a topic?
(i) Hypotheses, conclusions, and anecdotes
(ii) Concepts, variables, and theories
(iii) Surveys, interviews, and observations
(iv) Assumptions, beliefs, and opinions
- 2 Which research method involves systematically analyzing the content of media or communication materials, such as text, images, or video?
(i) Survey (ii) Observation
(iii) Content Analysis (iv) Case Study
- 3 Which type of research design involves studying a population or sample at a single point in time to collect data?
(i) Descriptive research (ii) Analytical research
(iii) Experimental research (iv) Longitudinal research
- 4 What type of data is represented by categories with no inherent order or ranking?
(i) Ordinal data (ii) Ratio data
(iii) Nominal data (iv) Likert data
- 5 In research data analysis, which of the following is an example of a parametric statistical test used to compare means between two groups?
(i) Chi-Square test (ii) T-test
(iii) Correlation analysis (iv) ANOVA

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Define research and describe the characteristics of it.
OR
b Discuss the importance of theory in communication research.
- 7 a Explain the role of a hypothesis in the research process and how does it differ from research questions?
OR
b Distinguish Quantitative and Qualitative research methods.

- 8 a Analyze the primary goal of descriptive research and explain how does it differ from analytical research?
OR
b Explain semiotics and express why it is important in communication research.
- 9 a Discuss the different types of data used in media research.
OR
b Explain the advantages and disadvantages of using interviews as a data collection method.
- 10 a Determine the fundamental difference between parametric and non- parametric statistics in research.
OR
b Discuss the purpose of Analysis of Variance (ANOVA) in research and how it is used to compare means across multiple groups.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the key components and steps involved in effective research planning, highlighting how it contributes to the successful execution of research projects.
OR
b Discuss the scope and need for communication research with appropriate examples.
- 12 a Determine the key steps involved in the research procedure, starting from identifying a research problem to drawing conclusions.
OR
b Classify Probability and Non-probability sampling methods in research and explain.
- 13 a Describe the process of conducting content analysis and discuss how researchers analyze and interpret content data to draw meaningful conclusions?
OR
b Differentiate Cross-sectional and Longitudinal research designs.
- 14 a Justify the significance of research in the advertising industry and how it influences advertising strategies and campaigns?
OR
b Enumerate the steps involved in preparing and administering a questionnaire for media research.
- 15 a Determine the key steps involved in the research procedure, starting from identifying a research problem to drawing conclusions.
OR
b Compare the applications of the Chi-Square test, 'T' test, and correlation techniques in research. Illustrate with real-world examples.