

Reg. No

Name

18P424

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2018
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT14 ; RESEARCH METHODS FOR MEDIA
(Common For Regular (2016 Admission) & Supplementary (2015 Admission))

Time : Two Hours

Max. Marks: 50

Section A
Answer any 5 (2 marks each)

1. What do you mean by applied research?
2. Give examples of a null hypothesis and an alternate hypothesis.
3. What is secondary data?
4. What do you mean by 'mode'?
5. Give any four citation formats.
6. What is media research?
7. What do you mean by rating?

(2 x 5 = 10)

Section B
Answer any 5 (4 marks each)

8. Why is a 'review of literature' included in a research report?
9. Describe some of the important research designs used in experimental hypothesis testing research study.
10. What is a hypothesis? What characteristics must it possess in order to be a good research hypothesis?
11. What are the essential characteristics of a good questionnaire?
12. What is meant by processing of data? What are the various steps in data processing?
13. What are the chief aims of presentation of the research findings?
14. Suppose you have decided to publish a new magazine about women's vehicle choices. What types of research could you conduct before starting publication? Why?

(4 x 5 = 20)

Section C
Answer any 2 (10 marks each)

15. What is research design? Explain the essential features of a good research design. Explain the significance of research design.
16. Explain briefly the various methods available for data collection in qualitative researches.
17. Write notes on any two of the following

- a. Functions of research report
- b. Footnotes and Bibliography
- c. Technical report

(10 x 2 = 20)