

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT14 : RESEARCH METHODS FOR MEDIA
(For Regular - 2018 Admission and Supplementary - 2017, 2016, 2015 Admission)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. Define population. Give an example.
2. Define sample. Give an example.
3. What is the meaning of 'Closed ended questions'?
4. What do you mean by mean?
5. Give any four citation formats.
6. Write a brief note on exit poll.
7. What do you mean by tracking study?

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. What is a research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem suitable with examples.
9. Discuss the different phases of mass media research.
10. Differentiate between primary data and secondary data.
11. Define ordinal data with an example.
12. What is Likert scale? Why is it used? Explain.
13. What are the chief aims of presentation of the research findings?
14. Explain the advantages of internet research.

(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. What is meant by measurement in research? What difference does it make whether we measure in terms of nominal, ordinal, interval or ratio scale? Explain giving examples.
17. What do you mean by research report? What is the importance of 'research report'? Explain the characteristics of research report.

(10 x 2 = 20)