

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2021
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT14 : RESEARCH METHODS FOR MEDIA

(For Regular - 2019 Admission and Supplementary - 2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

PART A

Answer any 5 (2 marks each)

1. Define alternate hypothesis.
2. What is formulative research?
3. What is secondary data?
4. Write a brief note on AC Nielson
5. What do you mean by synopsis?
6. What is rating?
7. What do you mean by copy testing?

(2 x 5 = 10)

PART B

Answer any 5 (4 marks each)

8. Differentiate between probability sampling and non-probability sampling.
9. What do you mean by descriptive study?
10. What do you mean by tabulation? What are its various methods?
11. Calculate the mean, median and mode for the following distribution: 5, 10, 25, 30, 20, 10.
12. What is correlation? Explain its significance.
13. Brief the format of a research report.
14. What do you mean by evaluation research? Brief the different phases in this research.

(4 x 5 = 20)

PART C

Answer any 2 (10 marks each)

15. Explain the significance of secondary data. What are the limitations of secondary data? Explain the essentials of a good questionnaire.
16. Enumerate and explain in detail various techniques of collecting primary data.
17. Write notes on any two of the following.
 - a) Footnotes and Bibliography
 - b) Transcription
 - c) Multidisciplinary approach in research

(10 x 2 = 20)