Reg. No ....   Name **22P319**

M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION
COURSE : **21P3MCJT11 : RESEARCH METHODS FOR MEDIA**
(For Regular - 2021 Admission)

Duration : Three Hours   Max. Weights: 30

PART A
Answer any 8 questions   **Weight: 1**

1.	Research Hypothesis	()
2.	What do you mean by 'reference' in research writings?	(An)
3.	What do you mean by tracking study?	()
4.	Define data with an example.	()
5.	Ordinal scale	()
6.	Recall test	()
7.	Deductive Method	()
8.	Attribute Variables	()
9.	What do you mean by paraphrasing?	()
10.	What do you mean by mean?	()

(1 x 8 = 8)

PART B
Answer any 6 questions   **Weights: 2**

11. Write notes on any two of the following.
    a) Factor analysis
    b) Multivariate analysis   ()
    c) Non-probability sampling
12. Explain the various sources from which research problems are identified.   ()
13. What are the general principles of test, measurement and evaluation?   ()
14. Why is a 'review of literature' included in a research report?   ()
15. Discuss the various sources of developing hypothesis.   ()
16. What are the main aims of presentation of the research findings?   (A)
17. State the empirical relationship between mean, median and mode.   ()
18. Explain the three functional research areas in advertising.   ()

(2 x 6 = 12)

PART C
Answer any 2 questions   **Weights: 5**

19. Write notes on any two of the following.
    a) Functions of research report
    b) Footnotes and Bibliography   ()
    c) Technical report

20. a) What are the various methods of Linear Regression Analysis? Explain.
    b) What is factor analysis? Explain with an example. ()

21. a) Briefly describe the different steps involved in a research process. b) Explain the techniques involved in defining a research problem. ()

22. Explain briefly the various methods available for data collection in quantitative researches. ()

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;