

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P3MCJT11 : RESEARCH METHODS FOR MEDIA***(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

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

1. What is the need for a research report? ()
2. What do you mean by copy testing? ()
3. What do you mean by generalisability? ()
4. Content analysis. ()
5. What do you mean by null hypothesis? ()
6. What do you mean by abstract? ()
7. TRP. ()
8. Semi experimental Design. ()
9. Write a brief note on AC Nielson. ()
10. What is Population? ()

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Differentiate between primary data and secondary data. ()
12. What is research problem? Discuss the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples. ()
13. Distinguish between null hypothesis and alternate hypothesis. ()
14. Define nominal, ordinal, interval and ratio data with one example each. ()
15. Describe Karl Pearson's coefficient of correlation. (Cr) ()
16. Explain the different types of public relations research. ()
17. What is correlation? What are the various types of correlation? ()
18. Differentiate between probability sampling and non-probability sampling. ()

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Explain in detail the various steps of writing a research report. ()
20. What do you mean by interpretation of data? Explain its significance. What are the precautions required in interpretation of data in various approaches followed in researches? ()
21. Explain various types of non-probability sampling method. ()
22. Explain briefly the various methods available for data collection in qualitative researches. ()

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;