M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024

SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION

COURSE : **21P3MCJT11 : RESEARCH METHODS FOR MEDIA**

(For Regular 2023 Admission and Supplementary 2022/ 2021 Admissions)

Duration : Three Hours   Max. Weights: 30

PART A
Answer any 8 questions   Weight: 1

1. What do you mean by triangulation of methods?   ()
2. What do you mean by null hypothesis and alternate hypothesis?   ()
3. Define population. Give an example.   ()
4. Explain TAMS.   ()
5. What is Readership Survey?   ()
6. What do you mean by referencing?   ()
7. What is the meaning of Viva Voce?   (U)
8. What do you mean by basic research?   ()
9. Explain Random Design   ()
10. What is secondary data?   ()

                                                                    (1 x 8 = 8)

PART B
Answer any 6 questions   Weights: 2

11. Write notes on any two of the following.
    a) Primary data
    b) Probability sampling   ()
    c)Factor analysis

12. What do you mean by mean, median and mode?   ()
13. Highlight the differences between Nominal and Ordinal Scale with examples. ()
14. What are the different functions of research?   (E)
15. What are the various points to be kept in mind while selecting and formulating a research problem? ()
16. Write on the limitations and cautions on in secondary data collection. ()
17. Brief the three general techniques used to measure readership.   ()
18. Discuss briefly some of the essential requirements for preparation of research report. ()

                                                                    (2 x 6 = 12)

PART C
Answer any 2 questions   Weights: 5

19. Define research report. Explain the essentials of a good research report. What are the types of report? ()
20. What is a research problem? Explain the conditions required to formulate a research problem. ()
21. Explain briefly the various methods available for data collection in quantitative researches. ()
22. What is a questionnaire? Briefly explain the various types of questions used in a questionnaire? ()

                                                                    (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;