

M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P3MCJT11/24P3MCJT11 : RESEARCH METHODS FOR MEDIA***(For Regular 2024 Admission and Supplementary 2023/2022/2021 Admissions)*

Time : Three Hours

Max. Weights: 30

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

1. Define null hypothesis. (U)
 2. Give the definition and meaning of Exit poll. (U)
 3. What do you mean by coding of data? (U)
 4. What is Mode? What is the purpose of calculating it? (U)
 5. What do you mean by plagiarism? (U)
 6. Define research. (U)
 7. Define applied research. (U)
 8. What is deductive method? (U)
 9. What is Likert Scale? (U)
 10. What do you mean by 'reference' in research writings? (An)
- (1 x 8 = 8)**

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

11. Discuss the merits of focus group discussion. (U)
 12. What are the chief characteristics of a good research report? (An)
 13. Differentiate between Research methods and Research methodology. (U)
 14. 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. (An)
 15. What is the role of SPSS in data analysis? (An)
 16. Analyse the relationship between data collection, tabulation, and analysis, outlining the steps involved in transforming raw data into actionable insights. (An)
 17. Explain different types of research design. (An)
 18. Describe the role of correlation technique in media research. (An)
- (2 x 6 = 12)**

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

19. Research process starts from problem definition to preparation of the report. Briefly describe the different steps involved in a research process with a flow chart of the process. (U)
20. a) Explain how sampling and statistical inference are useful for any research work. (E)
b) Explain how testing of hypothesis is useful for illustrating a research problem with two examples.

21. Discuss the distinct ways print, broadcast and digital media influence public opinion and behaviour, analysing factors like credibility, reach, and the depth of information presented in each format. (E)
 22. Discuss the various methods available for data collection in qualitative researches. (E)
- (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;