



QP CODE: 23144676

Reg No :

Name :

M A DEGREE (CSS) EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Social Sciences

M.A.J.M.C

CORE - JM010303 - RESEARCH METHOD FOR MEDIA

2019 ADMISSION ONWARDS

EE42D0B5

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Define Empirical problems
2. Define the term research
3. Define research design
4. Define Sampling
5. Describe mean
6. Define mean deviation
7. Explain non-parametric test
8. List down commonly used research methods in print media research
9. Discuss market research
10. Explain the term source analysis in research

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Discuss the scope of communication research in India
12. Differentiate Applied research from Fundamental research





13. Define Audience Research. Explain the methods of Audience Research.
14. Explain experimental mortality.
15. Explain the limitations of interview schedule in research
16. Explain the various bases of classification
17. Explain the function of F-test
18. Explain the various steps in thesis writing.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Briefly describe the different steps involved in a research process
20. Explain the types of sampling.
21. Explain the different types of data
22. Write a structure of a synopsis on any media research topic of your choice.

(2×5=10 weightage)

