



QP CODE: 25047315



25047315

Reg No :

Name :

MA DEGREE (CSS) EXAMINATION, NOVEMBER 2025

Third Semester

Master of Arts in Journalism and Mass Communication

Core Course - JM010303 - RESEARCH METHOD FOR MEDIA

2019 ADMISSION ONWARDS

B9704D04

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Define the objectives of research.
2. Define Normative problems.
3. Mention common data interpretation techniques.
4. Discuss various sampling methods.
5. Explain qualitative data.
6. Define variation.
7. Define Correlation test.
8. Mention commonly used research methods in print media research.
9. Define source of data.
10. Describe the steps in project planning.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Differentiate conceptual research from Empirical research.
12. Briefly explain the elements of research.
13. Content analysis is conducted in several discrete stages. Explain it.
14. Explain experimental mortality.
15. Explain the limitations of personal interview in research.





16. Detail the procedures and uses of mean deviation.
17. Define co-efficient correlation test.
18. Discuss the recent trends in communication and media research.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Explain the definition of research.
20. Define Hypothesis.
21. Processing of data implies editing ,coding ,classification and tabulation. Describe in brief these four operations pointing out the significance of each in context of research study.
22. Write a structure of a synopsis on any media research topic of your choice.

(2×5=10 weightage)

