

Reg. No. :

Code No. : 6098

Sub. Code : DMJ 22

M.A. DEGREE EXAMINATION, APRIL 2014.

Second Year — Non-Semester

Mass Communication and Journalism (DD & CE)

COMMUNICATION RESEARCH

(For those who joined in July 2009–2010 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Explain the characteristics of scientific research.
2. Explain the different phases of communication research.
3. Describe the different types of validity.
4. Explain the content analysis of methodology.
5. Explain random and cluster sampling.

6. Elucidate the Chi-square test.
7. Expand SPSS. Explain its significance.
8. Illustrate the role of statistics in social research.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. “Research in mass media is used to verify or refute gut feelings or intuition for decision makers”. Explain.
10. “Research is the only way to find out about a target audience and what they want from a station” – Elucidate.
11. Describe the different levels of measurement used in the mass communication.
12. “The design of a questionnaire must always reflect the basic purpose of the research” – Elucidate.
13. Define sampling. Elaborate on probability sampling methods.
14. Explain how statistical tools will be useful in making inferences.

15. “No matter whether the traditional or non-traditional form of report writing is chosen, the researcher must consider the intended audience of the report” – Elucidate.
 16. Explain the steps involved in writing a survey research report.
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