Reg. No. : ....

Code No. : 8098   **Sub. Code : DMJ 22**

M.A. DEGREE EXAMINATION, NOVEMBER 2013.

Second Year – Non-Semester

Mass Communication and Journalism — (DD & CE)

COMMUNICATION RESEARCH

(For those who joined in July 2009–10 onwards)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Distinguish between scientific and commonsense research.

2. Explain how a research problem is defined.

3. Detail the measures of central tendency.

4. Explain the significance of checking the research project's internal and external validity.

5. "A sample does not provide the exact data that a population would, the potential error must be taken into account" – Explain.

6.   Describe the different levels of measurement.

7.   Explain the semantic differential scale.

8.   "Experimenter bias can also enter into any phase of a research project if the researcher becomes swayed by a client's wishes for a project's end result". Prove or disprove.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9.   "Research in mass media is used to verity or refute gut feelings or intuition for decision makers". Explain.

10. Write down your interpretations on media as culture industry.

11. Explain in detail the historic research.

12.   Define Audience research. How will you conduct an audience research for studying the impact of television on women.

13. "A sample does not provide the exact data that a population would, the potential error must be taken into account" – Explain.

14. Critically examine the data collection techniques available for a communication research.

15. Examine the significance of statistics in social science research.

16. Explain the steps involved in writing a survey research report.

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