

M.A. DEGREE EXAMINATION, NOVEMBER 2018
II Year III Semester
Core Major -IX
COMMUNICATION RESEARCH METHOD

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Applied research
2. Willbur Schramm
3. Sampling error
4. Validity
5. Content analysis
6. Interpretation
7. Demographics
8. Nielsen
9. Plagiarism
10. Citation
11. Meta Analysis
12. Hypotheses

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What are the elements of research?
14. Elucidate the merits and demerits of survey research
15. What are the different methods of sampling?
16. What are the various methods of audience measurement?
17. What are the statistical tools used in communication research?
18. What are the problems encountered in communication research?
19. Bring out the essentials of a good research report.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Explain different types of communication theories and its importance in research.
21. Explain the various components of research design in detail.
22. What is data? What importance they have in Statistical analysis and Communication Research?
23. What is the importance of review of literature in communication research?
24. Elucidate media research as a tool of reporting.

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