M.A. DEGREE EXAMINATION,NOVEMBER 2019
II Year III Semester
Communication Research Method

Time : 3 Hours   **Max.marks :75**

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

Answer any **TEN** questions

1. Sampling.
2. Scope of communication.
3. Types of research.
4. Types of probability sampling.
5. Content analysis.
6. Data interpretation.
7. MRUC.
8. Cume.
9. Dissertation.
10. Abstract.
11. Triangulation.
12. Media audit.

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

Answer any **FIVE** questions

13. Explain hypodermic needle theory
14. Is descriptive research is qualitative or quantitative.
15. Write about relational analysis.
16. Write the methods used for audience measurement.
17. How you write a research methodology for a project.
18. Difference between probability and non - probability.
19. Explain IRS and NRS?

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

Answer any **THREE** questions

20. Explain social learning theory with suitable example?

21. Draw and explain the research design of any one type.

22. Explain the coding systems for content analysis?

23. Write about the scope of media research.

24. Mention about the types of research report.

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