

M.A. DEGREE EXAMINATION, APRIL 2020
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. Define Research
2. Pure research
3. Population
4. Longitudinal Research
5. Unit of Analysis
6. Variable
7. APA style
8. TRB
9. Thesis
10. Hypothesis
11. Explain Action Research
12. Ex-post facto

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

Answer any **FIVE** questions

13. What are the characteristic of scientific approach?
14. Explain the various Types of research design?
15. Enumerate the steps in identifying a research question.
16. Brief about the importance of writing a research report
17. What is data? What importance they have in Statistical analysis and Mass Communication Research?
18. What do you mean by research objectivity? What are the means of getting it?
19. Write the three characteristics of representative sample-

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

Answer any **THREE** questions

20. Enumerate the scope and importance of communication Research.
21. Explain the types Sampling design with suitable example.
22. What are the various research methods?
23. What are the various sources of research?
24. What is Research Problem? Selecting a good research problem defines the relevance of good research. Discuss?

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