

M.A. DEGREE EXAMINATION, ODD SEMESTER 2020
II Year and III Semester
Communication Research Methodology

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Explain the Significance of Communication Research.
2. Explain the Advantages of Qualitative research.
3. What is Hypothesis? Discuss different types of Hypothesis.
4. Explain interview as a tool for data collection. Mention its advantage and Disadvantage.
5. What is research project? Enumerate the importance of conducting a research project?
6. Explain the Ethical Perspective of Mass Communication research.
7. Discuss any three statistical parametric analysis.