

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20PJCT3007 - Communication Research Methodology

Total Duration : 3 Hrs		Total Marks : 75
MCQ	: 30 Mins	MCQ : 15
Descriptive	: 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Enumerate various elements of Research.
2. What are the various types of research design?
3. Explain in detail about ethnographic study.
4. Draft the significance of focus group discussion and case study method.
5. Identify the various level of measurement with suitable example?
6. Enumerate the reliability and validity of your data tool?
7. Identify the Use of Statistics in Media Research.
8. Explain the process involved in writing a research report.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Discuss about any five various parametric and non-parametric test.
10. Identify the steps involved in developing a questionnaire.
11. Enumerate Grounded theory methods.
12. Discuss the Importance of Communication Research - Indian Scenario.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Illustrate the significance of ethical perspective of mass media research with suitable examples.