

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

21PJCCT3008 - Communication Research

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. Describe the characteristics of a good hypothesis.
2. Explain Ethnographic research with its advantages and disadvantages.
3. Classify the levels of measurement.
4. Explain Uni-variate, Bi-variate and Multivariate statistics.
5. Illustrate the strengths and limitations of survey research.
6. Describe 5 point Likert scale with its advantages and disadvantages.
7. Explain qualitative and quantitative research methods with example.
8. Explain observation method of data collection.

Section C

Part A

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

9. Explain how to prepare a research report.
10. Examine the various features of SPSS software.
11. Prepare a questionnaire for the research topic "The impact of online class for the college students during lock down period".
12. Examine various data collection tools in research.

Part B

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

13. Examine the various steps of research process.