

**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 EXAMINATIONS APRIL - 2022

SEMESTER - III

20PJCT3007 - Communication Research Methodology

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Explain different stages of survey research.
2. What are the independent and dependent variables? Explain with examples.
3. Emphasize the importance of writing an effective research report.
4. How does the audience research is conducted in India?
5. Explain the process of developing a research study.
6. Write the growth and development of mass media research.
7. Write a note on any four scales used for measuring attitudes.
8. What is tabulation? Discuss the types of tabulation.

Section B

Part A

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

9. Examine the difference between basic research and applied research.
10. Discuss content analysis and its advantages in Media research.
11. Explain in detail about case study.
12. Write different types of probability and non-probability with examples.

Part B

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

13. Discuss in detail the quantitative and qualitative research.
