

**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

21PJCCT3008 - Communication Research

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Explain the Elements of Research.
2. Explain the types of research designs.
3. Discuss the Ethnography Research.
4. List out the tools of data collection.
5. What is factor analysis?
6. Illustrate data analysis techniques.
7. Explain sampling methods.
8. Discuss Experimental Research.

Section B

Part A

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

9. Analyze the importance of review of literature.
10. Discuss the process of content analysis.
11. Prepare a sample questionnaire for a research topic of your choice.
12. Explain the importance of statistics in media research.

Part B

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

13. Discuss the ethical perspectives Mass Media Research.
