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 NOVEMBER - 2022
SEMESTER - III
21PJCCT3008 - Communication Research

Total Duration : 2 Hrs 30 Mins.   **Total Marks : 60**

Section A

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

1. Write a note on Importance of Research in Communication.
2. Illustrate the sampling methods used in research.
3. Classify and explain uni-variate, bi-variate and multivariate statistics.
4. Describe how data analysis is conducted for a research that involves content analysis as its methodology.
5. Explain Participant Observation and Non-Participant Observation.
6. Prepare a Questionnaire containing Demographic details.
7. Explain why statistics is important for Media Research.
8. Justify the importance of Data Analysis in Research report writing.

Section B

Part A

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

9. Describe the formulation of Research Problem.
10. How will you prepare for and conduct an Ethnographic Research?
11. Distinguish and explain the various tools of Data Collection.
12. Differentiate Parametric and Non-Parametric Statistics.

Part B

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

13. Referencing and proper citation styles are critical in research - Justify.

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