

**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**

**20PJCT3007 - Communication Research Methodology**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

**Section A**

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

1. What are the Elements of Research?
2. Illustrate the process of Action Research.
3. Prepare a research questionnaire for a Quantitative Research with minimum of ten questions.
4. Describe the use of referencing in research.
5. Explain about Mass media Research.
6. Prepare a research proposal for qualitative research.
7. Illustrate the use of factor analysis.
8. Distinguish the levels of measurement used in Quantity Research method.

**Section B**

**Part A**

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

9. Explain in detail about research design.
10. Relate the difference between participation observation and non-participation observation.
11. Do you think exit poll decides on election results? Justify.
12. Critique the use of SPSS software in data analysis.

**Part B**

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

13. Examine the process of research report writing.

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