

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.(Jour) END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - III

21PJCCT3008 - Communication Research

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain Scientific Research methods.
2. Classify Snowball Sampling technique.
3. Prepare the usefulness of Anova in testing three or more variables.
4. Interpret the Ethical perspectives of Mass Media Research.
5. Describe Ethnography Methodology.
6. Relate Attitude measurement and Scaling of Attitudes.
7. Show the use of Statistics in Media Research with suitable example.
8. Associate with your recent study in writing limitations of research.

Section C

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

9. Describe the Research Process in detail.
10. Classify action research and its type with relevant example.
11. Examine the methods and tools of data collection.
12. Critically examine the categories of data analysis.

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

13. Prepare the process of writing a research report.
