

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 NOVEMBER - 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. Mention the importance of Communication Research.
2. Explain Ground Theory Methods.
3. Write an account on Media Research?
4. Mention the uses of SPSS.
5. Elucidate the ethical perspective of Mass Media Research.
6. Discuss the tools used for data collection?
7. Explain the use of software for Qualitative Research.
8. Describe Sampling in Research?

Section C

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

9. Define research and explain research process.
10. Define qualitative research and mention the importance of qualitative research.
11. Write a detailed note on Attitude Measurement techniques.
12. Write about the use of Statistics in Media Research.

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

13. Write a brief note on Data analysis techniques.
