

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.Journalism - END SEMESTER EXAMINATIONS APRIL - 2024

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. Illustrate the Types of Research design.
2. Explain Symbolic Interactionism with examples.
3. What is Public Opinion Survey?
4. Explain Structural Equation Modelling.
5. What is Mass media research and explain its ethical perspective.
6. Describe SPSS and its uses.
7. What is Qualitative Research?
8. Write a short note on Elements of Research.

Section C

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

9. Explain Research process in detail.
10. Write a detailed note on the software used for the Qualitative Research ki.
11. Describe the attitude measurement techniques.
12. Elucidate the uses of Statistics in Media Research.

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

13. Mention the Data analysis techniques used in Mass media research.
