

M.A. DEGREE EXAMINATIONS – APRIL 2017

IV SEMESTER

JOURNALISM & MASS COMMUNICATION

PAPER – IV: RESEARCH METHODOLOGY

(No additional sheet will be supplied)

Time: 3 Hours

Max.Marks: 75

PART – A

Answer any Five Questions

5 x 3 = 15 Marks

Each Question carries Three (3) Marks

Each Answer should not exceed One (1) page

1. Variables in Research
2. Historical Method
3. Pilot Survey
4. Experimental Research
5. Reliability
6. Random Sampling
7. Central Tendency
8. SPSS

PART – B

Answer all Questions

4 x 15 = 60 Marks

Each Question carries Fifteen (15) Marks

Each Answer should not exceed six (6) pages

9. Write a note on significance of Scientific method in research.
(OR)
10. Discuss various stages of research process.
11. Explain the differences between research questions and research hypothesis.
(OR)
12. Researchers prefer survey method than content analysis to study the impact of mass media. Why?
13. Write about the levels of measurement.
(OR)
14. Discuss various data collection methods with suitable examples.
15. Write a research proposal to assess the impact of programmes of violence in television on children.
(OR)
16. Explain the importance of data processing and tabulation with examples.