

M.A. DEGREE EXAMINATION, APRIL 2018.

Journalism and Mass Communication

FOURTH SEMESTER

Paper IV — RESEARCH METHODOLOGY

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Hypothesis.
2. Variables.
3. Standard Deviation.
4. Pie Chart.
5. Measure of Dispersion.
6. Chi Square.
7. Concept and Construct.
8. Mean and Median.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Identify a research problem in Mass Communication that you would like to conduct research upon. Give reasons on why you think that the problem is important and needs investigation.

Or

10. What is the scientific method? What are its characteristics?
11. What is the survey method of research? Explain its merits and demerits.

Or

12. What does level of measurement mean? What are the different levels of measurement in research?

13. What is Probability and non-Probability sampling? Explain the various sampling methods that are examples of Probability sampling.

Or

14. What are the methods of data collection in quantitative research? Discuss each method.

15. Write a research proposal, identifying a communicative research problem, outlining a research design tools for data collection (methodology) that you will use.

Or

16. Explain the basic statistical methods used for data analysis in communication research.

