MASTER'S DEGREE (C.S.S) EXAMINATION, FEBRUARY 2024
2022 ADMISSIONS SUPPLEMENTARY (SAY)
SEMESTER III - CORE COURSE Journalism and Mass Communication
CE3C13TM - Research Method for Media

Time : 3 Hours   **Maximum Weight : 30**

Part A

I. Answer any Eight questions. Each question carries 1 weight   **(8x1=8)**

1. Differentiate between discrete and continuous variables.

2. Define demographic variable and state three examples for the same.

3. Explain the significance of research design.

4. Formulate three research hypotheses pertaining to a topic of research concerning social media addiction.

5. State the differences between open ended and closed ended questions.

6. Identify the sources of literature in research.

7. List down the points to be included in an abstract.

8. State an example with the help of a hypothesis specifying the variables for Chi-square test.

9. Define market research.

10. Write a short note on census study.

Part B

II. Answer any Six questions. Each question carries 2 weight   **(6x2=12)**

11. Differentiate between independent and dependant variables with suitable examples.

12. Explain the structure of a research paper.

13. Explain the significance of hypothesis in research.

14. Explain the dos and don'ts of constructing a reliable questionnaire.

15. Examine the characteristics of academic writing.

16. Examine the significance of research report.

17. Exemplify the different parametric tests in research.

18. Describe the importance of planning and budgeting in undertaking a research project.

Part C

III. Answer any Two questions. Each question carries 5 weight   **(2x5=10)**

19. Discuss on how research can contribute to the society.

20. Differentiate between the characteristics of probability and non-probability sampling.

21. Illustrate the process of conducting an experimental research to find out the effective means of teaching photography for college students.

22. Discuss the role of research in uplifting rural and unprivileged sections in society.