

TM243431U

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
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. Exemplify the need for replicating research studies.
2. Differentiate between a theory and a law.
3. Explain research gap.
4. Explain the significance of research design.
5. Enumerate the sources of data for historical research.
6. Differentiate between control group and experimental group.
7. Discuss the important qualities of a good researcher.
8. State an example with the help of a hypothesis specifying the variables for T- test.
9. Examine a few market research techniques that are practised before introducing a new product into the market.
10. Enumerate three objectives of market research.



Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Identify the characteristics of scientific research.
12. Write a short note on sampling error.
13. Write an abstract for a study on television news channels.
14. Examine the characteristics of academic writing.
15. Examine the limitations faced by researchers.
16. Explain the scope and importance of market research.
17. Discuss the different types of observation method in research.
18. Elucidate the different types of market research.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. 'Research is an art of scientific investigation.' Justify.
20. Explain the different types and levels of data in research.
21. Map out a research design to analyse the effective communication strategies that can be devised by brands on Instagram.
22. Discuss the role of research to understand the changing dynamics of mass communication.