Reg. No :...............................

Name :...............................

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2023 ADMISSIONS REGULAR
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. Give three examples for research problem.

3. Outline the purpose of analysing data in research.

4. Define research hypothesis.

5. Explain experimental research.

6. Give three examples each for concept and construct.

7. Identify the role statistical tests in research.

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

9. Examine a few market research techniques that are practised before introducing a new product into the market.

10. Examine the importance of budgeting in a research proposal.

Part B

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

(6x2=12)

11. Outline the type/s of research which would be suitable for reviewing the effectiveness of a television advertisement.

12. Explain the characteristics of research hypothesis.

13. Discuss the possible errors that may occur in research design or research process.

14. Enumerate the points to be included in methodology chapter.

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

16. Explain the scope and importance of market research.

17. Elaborate on the tools for collecting quantitative data.

18. Explain the various steps involved in market research process.

Part C

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

(2x5=10)

19. 'Research is an art of scientific investigation.' Justify.

20. Elaborate on the probability method of sampling.

21. Construct a research design to analyse to blogging patterns among travel bloggers.

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