22/10/25

TM2535002

Reg. No :.....

Name :.....

MASTER'S DEGREE (C.S.S) EXAMINATION, OCTOBER 2025

2024 ADMISSIONS REGULAR

SEMESTER III - CORE COURSE

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 conceptual definition and operational definition.
2. Differentiate between concept and construct in research.
3. Write a note on probability sampling
4. Explain research gap.
5. State the differences between open ended and closed ended questions.
6. Differentiate between control group and experimental group.
7. Explain the significance of theory in research.
8. Write a short note on non-parametric tests in research.
9. Explain public opinion research.
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. Identify the characteristics of scientific research.
12. Write a short note on reliability and validity in research.
13. Discuss the possible errors that may occur in research design or research process
14. Detail the sample designing process in research.
15. Elaborate on the different types of interview.
16. Discuss the ethical considerations in experimental research.
17. Narrate the various steps involved in writing a report.
18. Define source analysis and explain its importance and role in a research project.

Part C

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

19. Interpret the following sentence. 'Research is a movement from the known to the unknown.'
20. Explain non-probability method of sampling.
21. Illustrate the process of conducting an experimental research to find out the effective means of teaching photography for college students.
22. Construct a research design to analyse effectiveness of Kudumbashree project for women.