

AH4NPHC550

Reg. No:

ST. ALOYSIUS COLLEGE
PG LIBRARY
MANGALORE-575 003

St Aloysius (Deemed to be University)

Mangaluru

Semester II- P.G Examination

M.A. (Journalism & Mass Communication)

April-2025

COMMUNICATION RESEARCH METHODS

Time: 2 ½ Hours

Max. Marks: 60

PART - A

Write a short note in 2 to 3 sentences on any **FIVE** of the following. (3x5=15)

1. Research gap
2. BARC
3. Thurstone Scale
4. Longitudinal study
5. Correlational Research
6. Panel study

PART - B

Answer any **THREE** of the following in 100-150 words each. (5x3=15)

7. List three methods used for collecting quantitative data.
8. Identify a research problem for a study on digital media and advertising messages of a campaign.
9. Describe the process of semiotic analysis using a media advertisement as an example.
10. What are the key steps involved in the research process?
11. Highlight the Difference Between Research Question and Hypothesis

PART - C

Write a detailed note on any **THREE** of the following in 300- 500 words each. (10x3=30)

12. A media researcher wants to analyze whether there is a significant association between age group and preferred media platform (YouTube or Netflix). The researcher surveyed 200 respondents and recorded the following data

Age Group	YouTube Viewers	Netflix Viewers	Total
18-25	50	30	80
26-35	40	50	90
36-45	20	10	30
Total	110	90	200

The critical value for the Chi-square test at $\alpha=0.05$ with 2 degrees of freedom is 5.991.

13. What are the levels of measurement in research?
14. Describe the different types of sampling methods with suitable examples.
15. Evaluate the role of in-depth interviews in grounded theory research.
