



K26P 1139

Reg. No. :

Name :

Second Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)

Examination, April 2026

(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MAJMC 02C06 – Communication and Media Research

Time : 3 Hours

Max. Marks : 60

- I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. **(5×3=15)**
- 1) Stratified sampling
 - 2) Grounded Theory
 - 3) Thematic analysis
 - 4) Plagiarism in research
 - 5) Exploratory research design
 - 6) Sample Error.
- II. Write short essays on **any three** of the following. **Each** answer carries **six** marks. **(3×6=18)**
- 7) Describe the key characteristics of scientific research and discuss their relevance in media and communication studies.
 - 8) Explain the principles of questionnaire design and survey methodology in media research.
 - 9) Compare Likert scale and Semantic differential scale.
 - 10) Explain the different non-probability sampling techniques used in qualitative research.
 - 11) Evaluate the concepts of validity and reliability in qualitative research.

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. **(3×9=27)**

- 12) Describe the major stages involved in organising academic research.
- 13) Discuss descriptive and inferential statistical techniques used in quantitative research.
- 14) Explain qualitative research designs, highlighting their strengths and limitations.
- 15) Discuss advanced research methods and ethical considerations in communication research.
- 16) Compare t-tests, chi-square tests, ANOVA and correlation analysis, explaining when each would be appropriately used in media studies.

