

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

**M. A. DEGREE EXAMINATION, NOVEMBER 2021**

**PUBLIC RELATIONS**

**THIRD SEMESTER**

**COURSE: Research Methodology for Public Relations**

**TIME: 3 HOURS**

**SUBJECT CODE: 19PR/PC/RM34**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)**

1. The need for research in Public Relations
2. Classifications of research
3. Referencing
4. Qualitative and Quantitative analysis

**SECTION – B**

**ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48 )**

5. Explain the elements of research for Public Relations.
6. Describe the types of Hypothesis with an example for each.
7. How do you determine the sampling design and techniques for research?
8. Why is data important in Brand or Marketing Research? Describe any two data analytics tools that are commonly used in Marketing Research.
9. Explain Grounded theory and baseline survey.
10. What is opinion polling? How is it an effective tool of PR research?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20= 40)**

11. a) Describe Research Design  
b) Draw a research design for ‘A study on Artificial Intelligence and its effects on PR strategies’
12. a) What is Ethnographic research?  
b) Using ethnographic research elements, draw a research proposal to study ‘The indigenous medicine practice in rural Tamilnadu’.
13. a) Analyse the role of content analysis and its effectiveness in studying the usage of social media in politics  
b) Draw a broad textual analysis for a socially relevant Indian film of your choice.

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