

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019 – 2020 & thereafter)

SUBJECT CODE: 19PR/PC/RM34
M. A. DEGREE EXAMINATION, NOVEMBER 2022
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE
PAPER : RESEARCH METHODOLOGY FOR PUBLIC RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 x 2 = 20)

1. State any two criteria for good research.
2. Define the importance of pilot survey in research.
3. Differentiate between Primary and Secondary data.
4. List out any four hypotheses in Research methodology.
5. Why is literature review needed for research?
6. What is Ethnography?
7. Write any four Survey Techniques in research.
8. What is Textual analysis in research?
9. Name any four statistical techniques for Qualitative data analysis method.
10. What is the importance of Tabulation and presentation of findings in Research?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 x 8 = 40)

11. Distinguish between Research methods and Research methodology.
12. Explain any four important problems which are encountered by researchers in India.
13. Discuss the research process with flow chart.
14. How do you define a research problem? Give three examples to illustrate your answer.
15. Explain Function of literatures in research.
16. State any four types interviews. Explain.
17. Explain the following Statistical methods:
 - a) Descriptive methods
 - b) Parametric methods
 - c) Non-parametric methods
 - d) Inferential methods
18. Describe any two qualitative analysis techniques in research.

SECTION – C

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

19. Describe the different types of research, clearly pointing out the difference between an experiment and a survey.
20. What are different methods of data collection for research? Explain
21. Explain various types of Sampling techniques in research.
22. Write an essay on preparation of a manuscript for publication.
