

Reg. No. : .....

Name : .....

**Ph.D. ENTRANCE EXAMINATION, NOVEMBER 2022**

**FACULTY OF ARTS**

**COMMUNICATION AND JOURNALISM**

Time : 3 Hours

Max. Marks : 100

**Instructions :**

- 1) Answer **any ten** questions each from Section **A** and **B**.
- 2) Each question carries **5** marks.
- 3) No additional Answer sheets will be provided.
- 4) Candidates should clearly indicate the section, Question number in the answer booklet.

**Section – A**

**Research Methodology**

- I. Answer any **ten** questions. All Questions carry equal marks.
1. Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research;
2. Cultivation Analysis
3. Internal Sources; External Sources
4. Types of Research questions and hypothesis
5. Data, constructs
6. Formulation of Hypothesis

7. Sampling Procedure and Techniques
8. Ethnography
9. Measurement and Scaling Techniques
10. Discourse and semiotics analysis
11. Participatory Research Methods
12. Various methods of data collection
13. Formative and summative research
14. Likert Scale
15. Mean, median and mode

**(10 × 5 = 50 Marks)**

### **Section – B**

#### **Communication and Journalism**

- II. Answer any **ten** questions. All Questions carry equal marks.
1. Verbal and Non-verbal Communication
  2. Communication Accommodation Theory (CAT)
  3. Cross Cultural Communication
  4. Rhetoric
  5. Berlo's SMCR model
  6. Technological determinism
  7. Cultivation Theory
  8. Five Dimensional model

9. Group Communication model
10. Normative Theories of Press
11. Cognitive Dissonance
12. The Prasar Bharati (Broadcasting Corporation of India) Act 1990 -Cable Television Networks (Regulation) Act 1995
13. Development communication policies and practices in India
14. Role of folk and ICT in development
15. Strategies for campaign planning and ethical considerations

**(10 × 5 = 50 Marks)**

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