



K20P 1169

Reg. No. :

Name :



III Semester M.C.J./M.A. Degree (CBSS – Reg./Suppl./Imp.)

Examination, October 2020

(2016 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MCJ 3C11 : Mass Communication Research

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **equal** marks :

I. Write short notes on **any four** of the following :

- 1) ANOVA.
- 2) Dependent variables.
- 3) Reliability.
- 4) Likert scale.
- 5) Sample.
- 6) Descriptive survey.

II. Define Hypothesis. What are the criteria for good hypothesis ?

III. Explain how a researcher can ensure the topic she/he has chosen, has merit.

IV. Discuss concepts and constructs.

V. Detail case study.

VI. "A content analysis is conducted in several discrete stage." What are the steps that can be used in content analysis ?

VII. "A research scholar has to work as a judge and derive the truth." Explain.

VIII. Briefly explain the different elements of research.

(5×12=60)
