



M 22738

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Supp.) Examination, December 2012
CJ 303 : MASS COMMUNICATION RESEARCH

Time : 3 Hours

Max. Marks : 60

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

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

- 1) Sample
- 2) Validity
- 3) Panel Survey
- 4) Null Hypothesis
- 5) Normal curve
- 6) Dependent variable
- 7) Demographics.

II. Define hypothesis. Why is it considered the foundation of research ?

III. What are the qualities of a good questionnaire ?

IV. Draft a research design for the study on the influence of mobile phones on interpersonal communication of the youth in Kerala.

V. What is content analysis ? Explain the steps you would take to analyse the coverage of United States of America in Malayalam newspapers, using this technique.



VI. Discuss the scope and limitations of survey research.

VII. Explain the measures of central tendencies with examples.

VIII. Find out the standard deviation of the following data.

Class Interval	Frequency
0 – 10	5
11 – 15	6
16 – 20	8
21 – 25	3
26 – 30	1
31 – 35	4
36 – 40	8

$$(5 \times 12 = 60)$$