Reg. No. : ....

Name : ....

Third Semester M.C.J. Degree (Reg./Supple.)
Examination, December 2015
(2014 Admn.)
MCJ 3C11 : MASS COMMUNICATION RESEARCH

Time : 3 Hours   Max. Marks : 60

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

   1) Applied Research.

   2) Sample error.

   3) Chi-square test.

   4) Alternative hypothesis.

   5) Extraneous variables.

   6) Standard deviation.

   7) Hawthorne effect.

II. Detail the techniques of qualitative research.

III. Prepare a questionnaire to collect data on School student's demographic variables and their Newspaper reading habits with special reference to Malayalam Newspapers. The items in the questionnaire should be structured to assess the popularity of the newspapers as well as the popularity of the content by the newspapers.

IV. Elaborate the steps to ensure reliability and validity for a study.

V. Explain different types of sampling methods and their practical applicability.

VI. Define content analysis. Explain the steps involved in analyzing the extent of commercial advertisements in two English Magazines of your choice.

VII. 'Academic research in India needs to go far'. Do you agree with the statement ? Why ?

VIII. State the relevance of research problem. What are the considerations in selecting a research problem ?

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