Third Semester M.C.J. Degree Examination, January 2006
CJ 304 – MASS COMMUNICATION RESEARCH

Time: 3 Hours

Max. Marks: 80

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

I. Write short notes on **any four** of the following :
   a) Normal curve
   b) Alpha and Beta error
   c) Likert scale
   d) 3 x 2 table
   e) Null hypothesis
   f) Interval data.

II. Explain the salient features and purposes of 'ex-post facto' studies and 'historical' studies. Give suitable examples.

III. What are experiments ? Differentiate between laboratory experiments and field experiments.

IV. Define probability sampling and explain at least three most commonly used probability sampling methods.

V. Explain : a) positive correlation   b) negative correlation and
             c) curvilinear correlation.

VI. Define content analysis ? Explain the steps involved in analysing development news in two Malayalam dailies of your choice.

VII. Prepare a questionnaire to collect data on college students' demographic variables and their TV viewing habits with special reference to Malayalam TV channels. The items in the questionnaire should be structured to assess the popularity of the channels as well as the popularity of the programmes broadcast by the channels.

VIII. Find the standard deviation for the following frequency distribution of scores.

Class Interval	f
17 – 19	1
14 – 16	2
11 – 13	3
8 – 10	5
5 – 7	4
2 – 4	2