

147068



K19P 1169

Reg. No. :

Name :

III Semester M.A. Degree (CBSS-Reg/Suppl./Imp.)
Examination, October - 2019
(2016 Syllabus) (2017 Admn. Onwards)
Journalism And Mass Communication
MCJ 3C 11 : MASS COMMUNICATION RESEARCH

Time : 3 Hours

Max. Marks : 60

Instructions to Candidate :

Answer questions **I** and **Four** others. All questions carry equal marks.

(5×12=60)

- I. Write short notes on any **Four** of the following.
 1. SPSS.
 2. Random Sampling.
 3. Descriptive Research.
 4. Focus Groups.
 5. Hypothesis.
 6. Quota Sampling.
 - II. "Research is the pursuit of truth with the help of study; observation, comparison and experiment." Explain.
 - III. Explain the steps involved in mass communication research.
 - IV. What is a research design? Discuss its significance.
 - V. Define scale. Introduce different scaling techniques.
 - VI. Define the advantages and disadvantages of laboratory experiments.
 - VII. Explain different types of print media research.
 - VIII. Define Chi-Square Test.
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