



K22P 1345

Reg. No. : .....

Name : .....



III Semester M.A. Degree (C.B.S.S. – Reg./Sup./Imp.)  
Examination, October 2022  
(2019 Admission Onwards)  
**JOURNALISM AND MASS COMMUNICATION**  
MCJ 3C 11 : 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. Extraneous variable
3. Population
4. Null hypothesis
5. Intercoder Reliability
6. Operationalisation.

II. Define Research. Elaborate the need for scientific research in media studies.

III. 'Review of Literature is considered as an inevitable step in the development of variables and research questions.' Why ?

IV. What is probability sampling ? Explain the various types of probability sampling with examples.

V. Why are case studies important in media research ? Formulate a research topic and design in which case study can be used as a research method.

VI. Describe quantitative and qualitative research methodology. Explain two situations in which mixed methodology is beneficial.

VII. What are correlation tests ? Briefly explain.

VIII. Define validity in research. Explain the types with examples.