



K21P 1050

Reg. No. :

Name :



III Semester M.A. Degree (BSS – Reg./Suppl./Imp.)
Examination, October 2021
(2018 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) Laboratory Experiments
- 2) Chi-Square Test
- 3) Thurstone Scales
- 4) Constructs
- 5) Field Observation
- 6) Sample Error.

II. What is sampling ? Briefly explain the important sample designs.

III. "Different types of research works and studies meet on the common ground of scientific method employed by them." What are the criteria of a good research ?

IV. Enumerate the different methods used for data collection.

V. Explain focus groups. Provide the advantages and disadvantages of focus groups.

VI. Detail ANOVA.

VII. "The scientific evaluation of any problem must follow a sequence of steps to increase the chances of producing relevant data". Detail the basic steps involved in mass communication research.

VIII. Define independent and dependent variables.
