

Reg. No. :.....

**M 14049**

Name :.....

**Third Semester M.C.J. Degree Examination, December 2007**  
**Paper – CJ 304 : MASS COMMUNICATION RESEARCH**

Time: 3 Hours

Max. Marks: 80

*Instructions : Answer question No. VII and **any four** from the rest.*  
*All questions carry **equal** marks.*

- I. Write short notes on **any four** of the following :
  - a) Dependent variable
  - b) Census
  - c) TRP
  - d) Psephologists
  - e) Research hypothesis
  - f) Longitudinal studies.
- II. What is a survey ? Why and how surveys are conducted ? Explain giving appropriate examples.
- III. What purposes do field experiments serve ? Explain how you would go about conducting a field experiment.
- IV. Differentiate between probability and non probability sampling procedures. Cite suitable examples.
- V. Bring out the salient characteristics and uses of nominal, ordinal and interval data in communication research.



VI. Detail the requirements that should be met to correctly employ :

- i) Pearson correlation coefficient and
- ii) Phi coefficient.

VII. The data given in the below given table has yielded a Chi Square ( $\chi^2$ ) of 63.492. The table  $\chi^2$  value at .05 level of confidence is 5.991.  $df = 2$ . In the light of the Chi Square result, interpret the data.

Employees Status	No. of respondents who read newspapers and magazines at		
	Home	Office	Total
Support staff (clerks/ Typists/peons/helpers)	100 (28.6)	250 (71.4)	350 (100)
Section supervisory staff	100 (40)	150 (60)	250 (100)
Managers	100 (66.7)	50 (33.3)	150 (100)

Note : Figures in parentheses represent percentages.