



M 18700

Reg. No. :

Name :

**Third Semester M.C.J. Degree (Regular/Supplementary) Examination,
December 2010
(2008 and Earlier Admn.)**

CJ 304 : MASS COMMUNICATION RESEARCH

Time : 3 Hours

Max. Marks : 80

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

I. Write short notes on **any four** of the following :

- a) Independent Variable
- b) Content Analysis
- c) Median and Mode
- d) TRP
- e) Correlation and Causation
- f) Hypothesis.

II. What is the purpose of field experiments ? How will you conduct a field experiment ?

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

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

IV. What is qualitative data analysis ? Explain any two qualitative data collection methods.

V. What is the role of sampling in research ? What is Probability Sampling ?

VI. What is a survey ? Explain Questionnaire and Interview techniques in a survey research.

P.T.O.



VII. The data given in the table below has yielded a Chi Square (χ^2) of the table χ^2 value of 0.05 level of confidence is 16.105 df = 2. In the light of the Chi Square result, interpret the data :

No. of students who surf the Internet

	At Home	At College	Cyber Cafe	
PUC	20 (31)	40 (61.5)	5 (7.5)	65 (100)
Degree	30 (52)	20 (35)	8 (13)	58 (100)
PG Students	35 (56)	15 (24)	12 (20)	62 (100)

Note : Figures in parentheses represent percentages.