



**M 18582**

Reg. No. : .....

Name : .....

**Third Semester M.C.J. Degree (Regular/Supplementary)  
Examination, December 2010  
(2009 Admn.)**

**CJ 303 : MASS COMMUNICATION RESEARCH**

Time: 3 Hours

Max. Marks: 60

**Instructions:** Answer question *VIII* and four others. All questions carry equal marks.

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

- 1) Indexing
- 2) Focus group
- 3) f-test
- 4) Pre-testing
- 5) Sample error
- 6) ANOVA
- 7) Citation.

II. Explain the merits and demerits of probability and non-probability sampling techniques.

III. What is meant by the statement, “the best scholarly empirical research is guided by concepts” ?

IV. Discuss the advantages and disadvantages of laboratory experiments in mass communication research.

V. Critically evaluate the current trends in mass communication research in India.

VI. What is review of literature ? Explain its importance in research.

VII. What are the criteria used for evaluating mass media research ?

**P.T.O.**



VIII Find out the Chi-square and degree of freedom (df) the following data :

**Table : Regularity of Reading Magazines by Gender**

Gender Groups	Regularity Nature				Total
	Regular	Quite Often	Sometimes	Rare	
Male	11 (4.51)	70 (28.96)	110 (45.08)	53 (21.72)	244 (100.00)
Female	15 (7.28)	54 (26.21)	95 (46.12)	42 (20.39)	206 (100.00)
Total	26 (5.78)	124 (27.56)	205 (45.56)	95 (21.11)	450 (100.00)

Figures in parentheses denote percentage.