



M 20840

Reg. No. :

Name :

**Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2011
(2009 Admn.)**

CJ 303 : MASS COMMUNICATION RESEARCH

Time : 3 Hours

Max. Marks : 60

Answer the question **VIII** and **four** others. All questions carry **equal** marks. (12×5=60)

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

- 1) Mean
- 2) Interview schedule
- 3) Data collection
- 4) Sample error
- 5) f-test
- 6) Guttman scaling
- 7) Appendix.

II. Describe the essential qualities of a mass communication researcher.

III. Outline a research design for the study : 'The Influence of Television Viewing on the Academic Achievement of School Children in Kerala'.

IV. "All quantitative data is based upon qualitative judgements; and all qualitative data can be described and manipulated numerically" – Comment.

V. Discuss the distinction between probability and non-probability sampling methods.

VI. Explain the importance of longitudinal research.

VII. Prepare a questionnaire to elicit data on the media habits of women in Kerala. The questionnaire is to be structured to analyse independent and dependent variables of your choice.



VIII. Find out the Standard Deviation of the following frequency distribution of scores :

Class Interval	Frequency
51-60	7
41-50	5
31-40	7
21-30	3
11-20	1
01-10	8