



M 24543

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2013
CJ 303 : MASS COMMUNICATION RESEARCH

Time: 3 Hours

Max. Marks : 60

Instruction : Answer **any five** of the following. **All** questions carry **equal** marks.

- I. Write short notes on **any four** of the following :
 - 1) Experimental design
 - 2) External validity
 - 3) Operational definition
 - 4) Sampling error
 - 5) Probability sampling
 - 6) Open ended question
 - 7) Random sampling.
 - II. Briefly explain the advantages and disadvantages of laboratory experiments.
 - III. Explain inductive and deductive reasoning with relevant examples.
 - IV. What is content analysis ? Explain the procedure and measurement techniques used in content analysis.
 - V. Analyse the differences between probability and non-probability sampling.
 - VI. Briefly explain the concept of central tendency in data analysis.
 - VII. What are the characteristics of a good hypothesis ? Discuss with relevant examples.
 - VIII. Prepare a questionnaire to assess the influence of prime time news programmes on illiterate Indian men.

(5×12=60)
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