



M 26733

Reg. No. : .....

Name : .....

**Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2014**  
**CJ 303 : MASS COMMUNICATION RESEARCH**

Time: 3 Hours

Max. Marks : 60

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

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

- 1) Secondary data
- 2) Likert scale
- 3) Correlation
- 4) Ethnography
- 5) Footnotes
- 6) Semantic measurement
- 7) Quota sampling.

II. Discuss the nature and scope of communication research in India.

III. What are the different levels of measurement ? Identify the appropriate statistical measures applicable to each level.

IV. Discuss various types of longitudinal research.

V. What is a variable ? Explain what are dependent and independent variables with suitable examples.

VI. What is Null hypothesis ? Explain with suitable example.

VII. Discuss the different methods used to collect data for a research study.

P.T.O.



VIII. What does the cross tabulation relationship between education and ideology in the following example tell you about the strength, direction and statistical significance of the relationship ?

Ideology	Education		
	High	Medium	Low
Liberal	20	50	80
Moderate	40	80	80
Conservative	40	70	40
Total	100	200	200