



K17P 0297

Reg. No. :

Name :

Third Semester M.C.J. Degree (Regular/Suppl.) Examination,
December 2016

(2014 Admn. Onwards)

MCJ 3C 11 : MASS COMMUNICATION RESEARCH

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **equal** marks.

- I.
 - 1) Research validity.
 - 2) ANOVA test.
 - 3) Coding.
 - 4) Quota sampling.
 - 5) Variables.
 - 6) Research project stakeholders.
 - 7) Longitudinal survey.
 - II. Detail the significance of writing style of a research report.
 - III. Explain the steps involved in content analysis.
 - IV. Imagine that you are assigned to do a marketing research. State your criteria for selecting quality hypothesis.
 - V. Comment your views on 'Academic research and Indian scenario'.
 - VI. Prepare a detailed research design on the topic 'New media as a socialisation tool among teenagers'.
 - VII. Define research. Elaborate the types of research.
 - VIII. 'Case studies are often used in many fields', Explain. Detail the procedures for conducting a case study.
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