

M 12905

Reg. No.:

Name :

Third Semester M.C.J. Degree Examination, January 2007
Paper CJ 304 : MASS COMMUNICATION RESEARCH

Time: 3 Hours

Max. Marks: 80

Instructions : 1) Answer question No. **VIII** and any **four** from the rest.
2) All questions carry **equal** marks.

- I. Write short notes on **any four** of the following :
 - a) Parallel group design
 - b) Standard deviation
 - c) Stratified sampling
 - d) Non parametric tests
 - e) Yates's correction
 - f) Opinion polls.
- II. Evaluate the status of communication/journalism research in India.
- III. Differentiate between qualitative and quantitative research.
- IV. Explain the importance of research in theory building.
- V. Discuss the nature and uses of :
 - a) Nominal level data
 - b) Ordinal level data and
 - c) Interval level data.
- VI. Describe the various measures of dispersion that are commonly used in communication research.
- VII. Explain the concepts of 'reliability' and 'validity' of tools.

VIII. Find the rank order correlation coefficient for the following data where ten students of a class have been ranked on their scores in a test of reasoning and IQ.

Rank based on

Students	Test of reasoning	IQ
Ann	10	6
Anees	9	10
Balu	8	8
Geetha	7	9
Hari	6	6
Sarika	5	6
Mahesh	4	3
Manju	3	4
Prakash	2	1.5
Prashant	1	1.5
