



M 16945

Reg. No. :

Name :

Third Semester M.C.J. Degree Examination, November 2009
CJ 304 : MASS COMMUNICATION RESEARCH

Time: 3 Hours

Max. Marks: 80

Instructions : Answer Question No. VII and any four from the rest. All questions carry equal marks.

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

- a) Dependent variable
- b) Random sampling
- c) Psephologists
- d) Questionnaire survey
- e) Null hypothesis
- f) Central tendencies.

II. What is probability sampling ? How is it different from non-probability sampling ?

III. What is a survey ? Why is it conducted ? How are surveys conducted ?

IV. Detail the requirements that should be met to correctly employ :

- i) T test
- ii) Likert scale.

V. What is qualitative data analysis ? How is it different from quantitative data analysis ?

VI. When and how is Content Analysis useful in collecting data for media research ?

P.T.O.



VII. The data given in the table below has yielded a Chi square (χ^2) of d.f.2, the table χ^2 value at .05 level of confidence is 5.641. In the light of the Chi square result, interpret the data.

No. of students who read magazines

	At Home	At College	Total
PUC students	50 (45)	60 (55)	110 (100)
Degree students	25 (45)	30 (55)	55 (100)
PG students	15 (27)	40 (73)	55 (100)

Note : Figure in parentheses represent percentages.