

Third Semester M.C.J. Degree Examination, October 2005
CJ 304 : MASS COMMUNICATION RESEARCH

Time : 3 Hours

Max. Marks : 80

Instruction : Answer question VIII and four others. All questions carry equal marks.

- I. Write short notes on **any four** of the following :
 - a) Mode and Median
 - b) Standard deviation
 - c) Snowball sampling technique
 - d) Non parametric tests
 - e) Yate's correction
 - f) Qualitative research
- II. Evaluate the status of communication/journalism research in India.
- III. Differentiate between 'single group' and 'parallel group' designs.
- IV. What is a normal distribution ? Establish its importance in quantitative research.
- V. Discuss the 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 importance of research in theory building.
- VIII. Conduct a chi square test of significance for the following 3x3 problem.

Respondents' educational level	No. of respondents who watched TV		
	with friends	with family members	Alone
Plus 2 level	20	17	5
Graduates	15	16	16
Post graduates	4	14	18

Note : $df = 4$; table $X^2 = 9.48$; $P = .05$

