



K23P 1345

Reg. No. :

Name :

III Semester M.A. Degree (C.B.S.S. – Reg./Supple/Imp.)
Examination, October 2023
(2020 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MCJ 3C 11 : Mass Communication Research

Time : 3 Hours

Max. Marks : 60

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

- I. Write short notes on **any four** of the following.
 - 1) Guttman scale
 - 2) F test
 - 3) Internal validity
 - 4) SPSS
 - 5) Inductive reasoning
 - 6) Standard Deviation.
 - II. What is sampling design ? Briefly explain various types of sampling.
 - III. What is operationalisation ? Explain with examples.
 - IV. Define Measures of Central tendency. Explain its purpose with examples.
 - V. How is descriptive survey different from analytical survey ? Explain with examples.
 - VI. What is reliability ? Explain the ways in which reliability can be tested.
 - VII. "Research is to see what everybody else has seen and think what nobody else had thought." Explain.
 - VIII. Formulate a media research topic of your choice and prepare a research proposal for the same.
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