



K17P 1336

Reg. No. : .....

Name : .....

**Third Semester Mass Communication and Journalism Degree (Regular)  
Examination, November 2017  
(2016 Admn.)**

**MCJ 3C11 : MASS COMMUNICATION RESEARCH**

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. All questions carry 12 marks.

- I. Write short notes on **any four** of the following :
    - 1) Simple random sampling
    - 2) Independent variable
    - 3) Citation
    - 4) Longitudinal studies
    - 5) Research journal
    - 6) Operational definition
    - 7) Significance test.
  - II. Explain the concept of sampling. State the different types of sampling.
  - III. Define hypothesis. Examine the different types of hypothesis.
  - IV. Examine the importance of literature review in research.
  - V. Draft a suitable research design for analyzing the influence of mobile phones on the media consumption patterns of the student community in Kerala.
  - VI. What is content analysis ? Explain the steps for conducting a content analysis of any two Malayalam women's magazines to analyse their coverage of topics related to women empowerment.
  - VII. What are the ethics to be followed while doing academic research ? Illustrate with suitable examples.
  - VIII. What is qualitative research ? Examine the different types of qualitative research.
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