



K18P 0928

Reg. No. : .....

Name : .....

**Third Semester Mass Communication and Journalism (MCJ) Degree  
(Reg./Imp.) Examination, October 2018  
(2016 Admn. Onwards)**

**MCJ3C11 : MASS COMMUNICATION RESEARCH**

Time : 3 Hours

Max. Marks : 60

Answer question **1** and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following :
    - 1) Attitudinal measurement scales
    - 2) Bibliography
    - 3) Variable
    - 4) SPSS
    - 5) Demographics
    - 6) Sample
    - 7) Chi square test.
  - II. Examine the important steps to be kept in mind while writing the research report.
  - III. Construct a questionnaire for school students consisting of open ended and closed ended questions to analyse their media habits.
  - IV. Draft a research design to explore the influence of fairness cream advertisements on teenagers.
  - V. Discuss the growth and development of mass media research.
  - VI. Explain the measures of central tendency with examples.
  - VII. Examine the advantages and disadvantages of experimental research in social science.
  - VIII. Define hypothesis. Examine the types of hypothesis.
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