

D 52575

Name.....

Reg. No.....

THIRD SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS—PG)

M.C.J.

MCJ 3C 13—COMMUNICATION RESEARCH

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer any **six** questions from the following.
Each question carries 2 weightage.*

1. (a) Research problem.
- (b) Literature review.
- (c) APA and MLA style of citation.
- (d) Case study.
- (e) ANOVA.
- (f) Test of significance.
- (g) Quota sampling.
- (h) Impact factor.

(6 × 2 = 12 weightage)

Part B

*Answer any **four** questions from the following.
Each question carries 6 weightage.*

2. Describe the milestones in mass communication research.
3. Data analysis and interpretation constitute important stages in scientific research/ Substantiate.
4. What are the advantages and disadvantages of quantitative research ?
5. Define content analysis. Explain the steps in content analysis research.
6. What are the do's and don'ts of research writing ?
7. Assess the scope and challenges of communication research in the era of digital revolution.
8. Define sample research. Explain the process of sample research and sampling errors.
9. What is experimental research? Differentiate between laboratory experiments and field experiments.

(4 × 6 = 24 weightage)