

**C 31581**

Name.....

Reg. No.....

**THIRD SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2017**

(CUCSS)

MCJ 3C 13—COMMUNICATION RESEARCH

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Answer Question 1 and four other questions.**

**Part A**

1. Write short notes any **six** of the following. Each question carries 2 weightage :

- (a) Sample size.
- (b) Psychographics.
- (c) Pretesting.
- (d) Power analysis.
- (e) Random sampling.
- (f) Field observation.
- (g) Pre-testing.
- (h) Panel survey.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

- 2. What are the yardsticks to be applied in the choice of probability and non-probability sampling ?
- 3. Define focus group research. What are the methods used in focus group research ?
- 4. List the essential characteristics of case study research.
- 5. Explain the steps involved in content analysis with an example.
- 6. What are the deficiencies of survey research ?
- 7. How important is statistics in mass communication research ?
- 8. Differentiate between parametric and non-parametric statistics.
- 9. What are the steps to be followed in designing a questionnaire ?

(4 × 6 = 24 weightage)