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Registered number:

DATE: **9** **-04-2018 (1 PM)**

Registered number:

DATE: **13** **-04-2018 (1 PM)**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**MA. JOURNALISM & MASS COMMUNICATION - II SEMESTER**

**SEMESTER EXAM: APRIL 2018**

**MC 8112 Media Research Techniques**

**Time: 2 1/2 hrs Max. Marks:70**

This paper contains **TWO** printed pages and **THREE** parts

***Part A:*** *Answer any* ***TWO*** *of the following in about 400-500 words (15x2)*

1. List and explain various sampling procedures.

2. Explain various methods of knowing. How is the method of science better than these?

3. What are surveys? How are they conducted? Explain the advantages and disadvantages of surveys in a research project.

4. How is content analysis done? What are its uses in research? Explain the importance of coding in content analysis.

***Part B:*** *Answer any* ***TWO*** *of the following (10x2=20)*

5. A study was conducted among 36 students and non-students. The data in the table below relates to two variables - smoking habit and their level of study among a sample of 36 respondents. Determine the statistical significance of the incidence of smokers and non smokers among students and non-students through Chi-Square Test of Significance.

:

|  |  |  |  |
| --- | --- | --- | --- |
| **Cigarette Smoking** | **Students** | **Non-students** | **Total** |
| **Smokers** | **15** | **5** | **20** |
| **Nonsmokers** | **6** | **10** | **16** |
| **Total** | **21** | **15** | **36** |

MC-8112-A-18

6. A researcher wants to study the difference between two samples of male and female students in their newspaper reading habits. She chooses 15 male and 10 female students, and administers readings, and measures their reading habits on a 15-item questionnaire. The hypothesis suggests that there is a significant difference in the way men and women read newspapers. Compute the scores and test the findings against the table provided, and come up with your inferences.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Female Scores |  |  | Male Scores |  |  |
| X |  |  | X |  |  |
| 4 |  |  | 2 |  |  |
| 4 |  |  | 3 |  |  |
| 5 |  |  | 4 |  |  |
| 7 |  |  | 4 |  |  |
| 7 |  |  | 4 |  |  |
| 8 |  |  | 6 |  |  |
| 9 |  |  | 6 |  |  |
| 9 |  |  | 8 |  |  |
| 12 |  |  | 10 |  |  |
| 15 |  |  | 13 |  |  |

∑X= ∑X=

7. Researcher R wants to see the relationship between the size of a family and its newspaper reading habits. He collects reading data from eight families with different sizes. Check the table, work out the Pearson *r*, and draw your conclusions (7 marks). Draw a scattergram to represent the data graphically (3 marks).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Subject | X |  | Y |  | XY |
| A | 1 |  | 1 |  |  |
| B | 2 |  | 2 |  |  |
| C | 3 |  | 3 |  |  |
| D | 4 |  | 3 |  |  |
| E | 4 |  | 4 |  |  |
| F | 5 |  | 5 |  |  |
| G | 6 |  | 5 |  |  |
| H | 8 |  | 6 |  |  |

N=

**Part C:** Answer any FIVE short notes in about 100-150 words (5x4=20)

8. Applied research

9. Review of research

10. Data measurement levels

12. Experimental design

13. Ethnographies

14. Case studies

15. Normal curve