**Reg. No. \_\_\_\_\_\_\_\_**

**Karunya University**

**(Karunya Institute of Technology and Sciences)**

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

**Supplementary Examination - June 2011**

**Subject Title: MEDIA RESEARCH Time: 3 hours**

**Subject Code: MT254 Maximum Marks: 100**

#### **Answer ALL questions**

**PART – A (10 x 1 = 10 MARKS)**

1. What is purposive sample?

2. Define a Construct.

3. \_\_\_\_\_\_\_\_\_ is focused discussions led by a moderator and involving six to twelve participants.

4. The purpose of content analysis is to describe the content of documents using \_\_\_\_\_\_\_\_\_ measures.

5. \_\_\_\_\_\_\_\_\_ are rapidly gaining popularity. They have major speed, cost, and flexibility advantages, but also significant sampling limitations.

6. A\_\_\_\_\_\_\_\_\_ is a hypothesis, which a researcher tries to disprove.

7. What is the characteristic of experimental research?

8. A \_\_\_\_\_\_\_\_\_ is a standard scientific tool for 'soft' research, allowing scientists to conduct a preliminary analysis before committing to a full-blown study or experiment. Pilot study

9. The \_\_\_\_\_\_\_\_\_ provides a useful tool for testing for significant differences in means between two variables. (t-test)

10. What is a Parameter?

**PART – B (5 x 3 = 15 MARKS)**

11. List the importance of bibliography in a research.

12. What are the types of Reliability?

13. List the disadvantages involved in the mail questionnaire.

14. Name the three types of experimental research design.

15. State the uses of Chi-Square test.

**PART – C (5 x 15 = 75 MARKS)**

16. What is probability sampling? List the advantages and types of probability sampling technique.

(OR)

17. Explain the Research Process in detail.

18. Discuss how far field study can help a researcher to accomplish his/her goal.

(OR)

19. Differentiate qualitative research from quantitative research.

20. Explain the process of designing questions for an interview and survey.

(OR)

21. What are Surveys? Explain the stages in Survey Research.

22. Elaborate the types of Quasi-Experimental Designs.

(OR)

[P.T.O]

23. Explain why experimental studies are rejected for Publication.

24. What is ANOVA? Describe the technique of one-way and two- way classification of ANOVA.

(OR)

25. Write short notes on:

a. Correlation b. Regression c. Factor Analysis