

**A STUDY ON THE CAREER PREFERENCES OF UNDERGRADUATE STUDENTS
IN RELATION TO THEIR SEX, RURAL-URBAN INHABITATION
AND LEVEL OF MEDIA EXPOSURE**

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ABSTRACT

An attempt was made in this paper to study the career preferences of undergraduate students in relation to their sex, rural urban inhabitation and level of media exposure. Standardised scale identifying career preferences in ten areas namely Law and Order, Education, Artistic & Designing, Mass Media & Journalism, Commerce & Management, Science & Technology, Defence, Tourism & Hospitality Management, Agriculture and Medicine was administered on 120 undergraduate students selected from six undergraduate colleges of Nagaon sub-division of Nagaon district of Assam through using stratified random sampling method. For measuring level of media exposure a self structured questionnaire was employed. The collected data were then analysed through using 'Mean', 'sd', 't-test' and 'Pearson's correlation' technique. The findings revealed existence of significant difference between male and female as well as between rural and urban undergraduate students in certain areas of career. The study further showed significant relationship between level of media exposure and some areas of career preference of undergraduate students. The result, in this way will go a long to help parents, teachers, government, counsellors, and media personnel to use their human and material resources in planning and implementing policies to direct students in the path most suitable to them.

KEYWORDS: Career Preference, Media Exposure, Rural-Urban Inhabitation, Sex, Undergraduate Students