**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2020**

**MMC 302: COMMUNICATION RESEARCH METHODS**

Time: **3 Hours** Total Marks:**70**

*The figures in the right-hand margin indicate marks for the individual question.*

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

1. Briefly explain **any seven** of the following within 30-50 words each: 2x7=14
2. Fundamental Research
3. Historical method
4. Variable
5. Research Questions
6. Sampling universe
7. Primary data
8. Interview schedule
9. Code sheet
10. Cluster sampling
11. Observation
12. Write short notes on **any four** of the following within 100 words each: 5x4=20
13. Explain the importance of literature review.
14. Explain the importance of Sociology and Linguistics in communication research.
15. What is Focus Group Discussion and explain its relevance in qualitative research?
16. What is plagiarism?
17. Write briefly about chapterisation.

3. Answer **any two** of the following in 500 words each: 12x2=24

1. Explain the importance of probability sampling methods in social science research and briefly explain the various types of probability sampling methods.
2. Explain the various steps of research process.
3. Write a brief essay on the history of communication and media research in India.
4. Explain the meaning, importance and types of survey methods along with its importance as a toll for data collection in both quantitative and qualitative research.

**P.T.O**

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4. Write short notes on **any three** of the following: 4x3= 12

1. SPSS
2. Questionnaire
3. Research design
4. Ethics in research
5. Explanatory research

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**\*\*\***