**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 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.*

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1. Briefly explain **any seven** of the following within 30-50 words each: 2x7=14
2. Action Research
3. Longitudinal Research
4. Research Method
5. Hypothesis
6. Secondary Data
7. Sampling
8. Sampling frame
9. Research problem
10. Questionnaire
11. Pilot study
12. Write short notes on **any four** of the following within 100 words each: 5x4=20
13. What are the characteristics of scientific research?
14. What is qualitative research? Explain the importance of focussed group discussion as a tool of qualitative data collection.
15. Explain the multidisciplinary perspectives of social science research.
16. What do you understand by exploratory research and descriptive research?
17. Write briefly about referencing and citations.

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

1. Explain the importance of ethics in research. What is plagiarism and briefly discuss how plagiarism check ensures original contribution by the researcher.
2. What is survey method of research? Explain various types of surveys appropriate for social science research.
3. Explain the various types of probability and non-probability methods of sampling.

**P.T.O.**

1. What is ethnography? Explain the importance of its usage in communication research with examples.

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

1. Observation
2. Content analysis
3. Dependent and independent variable
4. Literature review
5. Research problem

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