**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUT 21 & SPR 22)**

**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. Write brief note on the followings- 2x5=10

1. SPSS
2. Hypothesis
3. Rearrange the following steps of a research process in correct order-
4. Design research
5. Review of Literature
6. Define Research Problem
7. Collect Data
8. Formulate Hypothesis
9. Analyse data
10. Interpret and report
11. Ethnography
12. Sample bias

2. Answer the following questions: 6x5=30

1. Distinguish between the concepts of Statistics and Parameter. Give examples.
2. What is Research Question? Explain the FINER MODEL of good research questions.
3. Probability sampling Vs Non-probability sampling
4. Discuss the significance of Focus Group Discussion as a data collection method in research.
5. Write short notes on Coding and Tabulation

3. Answer the following in detail: 10x3=30

1. Define Research Problem. Explain different components of a research problem.

**P.T.O.**

1. What is Descriptive Statistics? Explain different types of Measures of Central Tendencies
2. What do you understand by scientific research? Discuss different types of research.

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