**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD 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 short notes on any five: 5x2=10
2. Hypothesis
3. Primary and Secondary Data
4. Action Research
5. Survey
6. Plagiarism in Research
7. Sampling Frame
8. Answer any five of the following: 5x12=60
9. Explain the process of formulating a research problem. Provide examples to illustrate each step. Examine the importance of literature review in research.
10. Evaluate the process of sampling in communication research, comparing and contrasting types of probability and non-probability sampling methods. Discuss their respective strengths and weaknesses.
11. Discuss the importance of participants’ observation in communication research. Explain its use in data collection in ethnographic studies, citing suitable examples.
12. Explain the process of conducting a focus group discussion as a data collection method in communication research. Highlight the key steps involved, from planning the discussion to analysing the collected data.
13. Describe the use of questionnaires in data collection for communication research. Discuss the steps involved in designing and administering questionnaires. How is a questionnaire different from an interview schedule?
14. Write a research proposal to conduct a study on a topic of your choice.

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