**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2024**

**MAMCD/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. Write short notes on the following 5×2=10

1. Exploratory Research
2. Non-Probability Sampling
3. Hypothesis
4. Independent Variable
5. Descriptive Statistics

2. Answer **any four** of the following 4x6=24

1. What are the different types of research based on purpose, time dimension, and techniques of data collection?
2. Write the importance of a Pilot Study in research with examples.
3. Explain the significance of sampling in quantitative and qualitative research.
4. What are the different steps in the research process?
5. Discuss the importance of ethics in research, including the issue of plagiarism.

3. Answer **any three** of the following questions 3X12=36

1. Describe the process of data analysis in communication research and discuss the use of coding and tabulation.
2. Compare and contrast longitudinal and cross-sectional research designs, providing examples.
3. Write a proposal for doing ethnographic research in India.
4. Describe the steps involved in conducting a case study in communication research

\*\*\*