**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**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. Answer the following shortly: 2×5=10

1. Induction and Deduction methods of logical reasoning
2. Longitudinal Research Vs. Cross- Sectional Research
3. Research Questions
4. Pilot Study
5. Sampling Frame

2. Write short notes on **any three** of the following (200 words each):

7x3=21

1. What are the different types of Sampling? Describe.
2. Name the different types of research based on the following dimensions of research-
3. Purpose of the research
4. Uses of the research
5. Time dimension
6. Techniques of data collection
7. Discuss the significance of literature review in research.
8. What do you understand by Ethnography Research Methods? Explain with examples.
9. Define Research Problem. Explain the different steps in conducting research.

3. Answer the following questions: 13x3=39

1. Solve the following three steps of research-
2. Formulate a research problem from your interest area of Mass Communication
3. Mention the research method you are going to use for your study.
4. What are the techniques you are going to use for collecting data?
5. Discuss some primary components of a research proposal.
6. Define quantitative and qualitative research. Discuss the differences between quantitative and qualitative research.

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