**TU/CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**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 in 30-50 words each

2x7=14

1. Action Research
2. Pure/Fundamental Research
3. MLA
4. Secondary Data
5. Dependent and Independent Variable
6. Sampling Universe
7. Research Proposal
8. Hypothesis
9. Research Problems
10. Research Design

2. Answer **any four** of the following within 100 words each:

5x4=20

1. Differentiate between qualitative and quantitative research
2. Explain briefly the various tools/methods of primary data collection
3. What is research? Explain the elements of research.
4. Explain communication research. Give some examples of topics of communication research
5. Analyse the relevance, need and significance of coding and tabulation.

3. Answer **any three** of the following within 400-500 words

each: 12x3=36

1. What is a research report? Explain in detail the contents of research report including the characteristics of a good research report.

**P.T.O.**

1. Explain the importance and functions of Research Questions and Hypothesis. Briefly analyse different types of hypothesis with examples.
2. Explain Census and Sample Survey methods of data collection. Describe the probability and non-probability methods of sampling.
3. Write short notes on **any three** of the following: 4x3=12
4. Historical Research
5. Longitudinal Research
6. Exploratory Research
7. Ethics in Research

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