**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2022**

**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. Answer the following . 2x5=10
2. What is Longitudinal Research? Give one example.
3. Define the concept of Hypothesis in research.
4. What is snowball sampling?
5. Distinguish between quantitative and qualitative research.
6. What is Style Guide in research? Mention two Style Guide used in research.
7. Answer the followings- 6X5:30
8. Write a short note on Focus Group discussion and its importance in research.
9. Discuss the different steps required in ethnography research.
10. Elaborate the difference between Probability and Non-probability sampling. Name the different types of sampling under these two sampling methods.
11. Explain the different qualities of research Question.
12. Write the differences between Primary and Secondary data with suitable examples?
13. Answer the following in details 10x3=30
14. What is Descriptive Statistics in research? Explain the difference measures used in Descriptive Statistics.
15. What is Variable in social science research? Discuss the different types of variables with examples.
16. Critically discuss different kinds of ethical issues in research.