**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 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*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1. Briefly explain **any seven**  of the following within 30-50 words

each: 2x7=14

1. Primary Data
2. Historical Research
3. Population/Universe
4. Scientific Research
5. Research Design
6. Research Objectives
7. Bibliography
8. End Notes
9. Coding
10. Applied Research

2. Write short notes on **any four** of the following within 100

words each: 5x4=20

1. What is literature review? Examine its importance in research.
2. Explain in brief the different social science research methods
3. Explain “Observations” as a method of data collection
4. What is SPSS?
5. Explain the various elements of research and define “induction” and “deduction”.

3.Answer **any three** of the following in 500 words each:

12x3=36

1. Discuss about the history and growth of communication and media research in India with a contemporary focus on new media

**P.T.O**

1. Explain the approaches to qualitative and quantitative research in social sciences particularly in communication research
2. What is Research process? Explain the various steps in research process.
3. Write short notes on **any three** of the following:
4. Theoretical Framework
5. Probability and Non-Probability sampling
6. Style Guide
7. Hypothesis
8. Questionnaire and Interview

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