

**RESEARCH METHODS IN COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

| Module No. | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | K Level | CO  |
|------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----|
| 1          | 1            | Which of the following research types primarily seeks to explain relationships between variables?<br>a) Descriptive research                      b) Experimental research<br>c) Case study research                      d) Ethnographic research                                                                                                                                                                                                                                                            | K1      | CO1 |
|            | 2            | Why is research planning important in communication studies?<br>a) It replaces the need for a literature review.<br>b) It helps organize the study systematically and ensures the research objectives are achievable.<br>c) It allows the researcher to ignore data collection methods.<br>d) It automatically guarantees research validity.                                                                                                                                                                  | K2      | CO1 |
| 2          | 3            | Which of the following is a non-probability sampling method?<br>a) Simple random sampling                      b) Stratified sampling<br>c) Convenience sampling                      d) Systematic sampling                                                                                                                                                                                                                                                                                                  | K1      | CO2 |
|            | 4            | The purpose of a _____ is to provide a tentative statement that guides the investigation and predicts relationships between variables.<br>a) Hypotheses    b) Sampling    c) Concept    d) Theory                                                                                                                                                                                                                                                                                                             | K2      | CO2 |
| 3          | 5            | Which of the following best describes a case study in communication research?<br>a) A detailed examination of a single unit, event, or organization<br>b) A statistical comparison between two large populations<br>c) A long-term study of changes in the same group<br>d) An experiment with controlled variables                                                                                                                                                                                           | K1      | CO3 |
|            | 6            | A researcher wants to track how audience preferences for streaming platforms change over ten years. Which research design is most suitable, and why?<br>a) Cross-sectional design, because it studies many groups at a single point in time<br>b) Experimental design, because it tests cause-and-effect under controlled settings<br>c) Longitudinal design, because it observes the same group over an extended period<br>d) Descriptive design, because it only provides a snapshot of current preferences | K2      | CO3 |
| 4          | 7            | Which of the following is an example of ordinal data ?<br>a) A person's age in years<br>b) Ranking of favorite TV shows as 1st, 2nd, 3rd<br>c) Gender of respondents (male/female/other)<br>d) Weight of a newspaper in grams                                                                                                                                                                                                                                                                                 | K1      | CO4 |
|            | 8            | In media research, reliability of a data collection tool means:<br>a) The tool is free from bias<br>b) The tool gives consistent results when repeated under similar conditions<br>c) The tool measures the exact construct it intends to<br>d) The tool ensures responses are always valid                                                                                                                                                                                                                   | K2      | CO4 |

Cont...

|   |    |                                                                                                                             |                                      |    |     |
|---|----|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------|----|-----|
| 5 |    | a) T-test<br>c) ANOVA                                                                                                       | b) Chi-Square test<br>d) Correlation | K1 | CO5 |
|   | 10 | Parametric tests assume data follows a _____ distribution.<br>a) normal      b) rational      c) ordinal      d) systematic |                                      | K2 | CO5 |

### **SECTION - B (35 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

| Module No. | Question No. | Question                                                                                                                                                                                          | K Level | CO  |
|------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----|
| 1          | 11.a.        | Analyze the differences between quantitative and qualitative approaches to research.                                                                                                              | K4      | CO1 |
|            |              | (OR)                                                                                                                                                                                              |         |     |
|            | 11.b.        | Examine how the different types of variables in research influence the outcomes of a study.                                                                                                       |         |     |
| 2          | 12.a.        | Analyze how content analysis can be applied to study media coverage of social issues.                                                                                                             | K4      | CO2 |
|            |              | (OR)                                                                                                                                                                                              |         |     |
|            | 12.b.        | Compare probability and non-probability sampling by analyzing how each affects the accuracy of research findings.                                                                                 |         |     |
| 3          | 13.a.        | Evaluate the strengths and limitations of a cross-sectional research design.                                                                                                                      | K5      | CO3 |
|            |              | (OR)                                                                                                                                                                                              |         |     |
|            | 13.b.        | Assess the effectiveness of experimental design in addressing communication research questions.                                                                                                   |         |     |
| 4          | 14.a.        | Evaluate the usefulness of nominal and ordinal scales in a media research survey.                                                                                                                 | K5      | CO4 |
|            |              | (OR)                                                                                                                                                                                              |         |     |
|            | 14.b.        | Critically assess the effectiveness of focus groups compared to individual interviews in media research.                                                                                          |         |     |
| 5          | 15.a.        | Design the analysis method and justify whether you would use a parametric or a non-parametric test for a research project you are working on. Explaining your choice with reasons and an example. | K6      | CO5 |
|            |              | (OR)                                                                                                                                                                                              |         |     |
|            | 15.b.        | Design a simple coding framework for analyzing interview data in a research study of your choice.                                                                                                 |         |     |

### **SECTION -C (30 Marks)**

Answer **ANY THREE** questions

**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

| Module No. | Question No. | Question                                                                                                                                                                                | K Level | CO  |
|------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----|
| 1          | 16           | Examine the role of theoretical framework in communication research illustrating an example with a theoretical direction for a study on social media's impact on student communication. | K4      | CO1 |
| 2          | 17           | Evaluate the appropriate choice of sampling method for a study on audience preferences for online news                                                                                  | K5      | CO2 |
| 3          | 18           | Which research design is best to study the long-term effects of digital advertising? Justify your choice.                                                                               | K5      | CO3 |
| 4          | 19           | Create a data collection plan for studying audience engagement with digital news platform, ensuring validity, reliability, and ethics.                                                  | K6      | CO4 |
| 5          | 20           | Discuss how ethical considerations influence data analysis and reporting in a media research study.                                                                                     | K4      | CO5 |

Z-Z-Z

END