**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2024**

**MAMCD/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. Write short notes on the following (150-200 words): 5×2=10

1. Descriptive research
2. Research design
3. Importance of research in journalism
4. Confounding variable
5. Deduction method

2. Answer **any four** of the following (600-800 words each): 4x6=24

1. When and why do we conduct longitudinal research? Explain with examples.
2. Define the concept of sampling error and how it affects the accuracy of research findings.
3. Discuss the structure of a literature review.
4. Outline the distinctions between fundamental research and applied research.
5. Discuss the importance of writing a research report and its key components.

3. Answer **any three** of the following questions (1000-1500 words): 3×12=36

1. Elaborate the different types of sampling methods used in research?
2. Examine the role of hypotheses in research studies. How are hypotheses formulated, and what are its different types?
3. Discuss the role of theoretical framework in research.
4. Write a research proposal on any topic of your choice.

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