DECEMBER 2023 **P/ID 36811/PJO3L**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Scientific Attitude
2. Research Design
3. Qualitative Research
4. Deduction
5. Reliability
6. Content Analysis
7. Sampling
8. Unobtrusive Measures
9. Reflexivity
10. Survey Research
11. Sampling Design
12. SPSS

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What are the common sources of data in research?

14. Explain the difference between conceptualization and operationalization.

15. How do researchers measure abstract concepts?

16. Why is inter-coder reliability important in content analysis?

17. What are some common approaches used in qualitative research?

18. Explain the difference between probability and non-probability sampling.

19. Why is working with a statistician important in survey research?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Evaluate the purposes of research, such as exploration, description, explanation, and prediction, and their relevance in different research contexts.

21. Analyze the different levels of measurement and their implications for research design and data analysis.

22. Discuss the different applications of content analysis methodology in various research fields.

23. Explore the concept of triangulation and its applications in enhancing the credibility, dependability, and confirmability of qualitative research findings.

24. Discuss the different steps in survey research and how each step contributes to reliable results.

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