DECEMBER 2024 **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. Nature of Reality
2. Literature Review
3. Theory
4. Operationalization
5. Variables
6. Media Text
7. Coding Framework
8. Participant Observation
9. Triangulation
10. Non-Probability Sampling
11. Online Surveys
12. Data Visualization.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. How do different modes of knowing reality affect research methods?

14. What's the difference between inductive and deductive reasoning in research?

15. What are the different levels of measurement in research?

16. What are the steps involved in conducting content analysis?

17. What is the goal of grounded theory methodology?

18. What are the steps involved in survey research?

19. What is the purpose of data cleaning in survey research?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Evaluate the advantages and disadvantages of qualitative and quantitative research methods in communication research.

21. Discuss the significance of theory in guiding research in the field of communication.

22. Discuss the features and capabilities of web-based tools like Voyant Tools for digital text analysis and their potential impact on research methodologies in communication studies.

23. Discuss the various tools for data collection in qualitative research, such as interviewing, participant observation and unobtrusive measures and their respective advantages and challenges.

24. Analyze the concept of hypothesis testing and tests of significance in survey research, including the issues of false positives and false negatives and their implications for research findings.

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