MAY 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. Variable.

2. Quantitative Research.

3. Induction.

4. Unit of Analysis.

5. Causal Inference.

6. Inter-coder Reliability.

7. Validity.

8. CATA.

9. Grounded Theory.

10. Probability Sampling.

11. Hypothesis Testing.

12. Data Cleaning.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are some of the characteristics of a well-designed research study?

14. What are the different stages involved in the research process?

15. What is the ecological fallacy and how can it be avoided?

16. How can sampling techniques be used for content analysis?

17. Discuss the features of Voyant Tools for digital text analysis.

18. What is the purpose of triangulation?

19. What are different types of scales used in surveys to measure opinions and preferences?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Compare and contrast the strengths and limitations of qualitative, quantitative and mixed methods research designs and discuss their suitability for addressing different research questions.

21. Explore the concept of experimentation and randomized control trials (RCTs), highlighting their strengths, limitations, and ethical considerations in research.

22. Discuss the advantages and limitations of computer-aided content analysis compared to manual content analysis methods, and the potential of tools like Diction software.

23. Discuss the different approaches to qualitative research and how they explore social phenomena.

24. Examine the role of online survey design in modern survey research, discussing its advantages, limitations, and considerations for ensuring data quality and representativeness.

———————