

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1461

L

Unique Paper Code : 6293100012

Name of the Paper : Research Methodology DSE

Name of the Course : **B.A. (Hons.) Multi Media
and Mass Communication
- NEP**

Semester : VIII

Duration : 1 Hour

Maximum Marks : 30

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions. **All** questions carry equal marks i.e. **18** marks each.

1. Explain the role of literature review in developing research questions and theoretical understanding of a topic.
2. Discuss the process of identifying a research gap and explain how it contributes to problem formulation.

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3. Analyse the importance of research ethics in academic scholarship, particularly in relation to plagiarism, consent, and integrity.
4. Compare qualitative and quantitative research designs and explain how mixed-method approaches combine the strengths of both.
5. Evaluate the role of sampling techniques in ensuring reliability and representativeness in research studies.
6. Explain the role of conceptual frameworks in guiding research design and hypothesis development.
7. Discuss the advantages and limitations of different data collection methods used in communication research.
8. Write short notes on any **three** of the following :
 - (a) Types of Variables
 - (b) Data Visualization
 - (c) Mean Median Mode for Statistical Research
 - (d) Focus Group Discussions
 - (e) Proposal Writing

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