Course Work Examination, July 2023

Abanindranath Tagore School of Creative Arts & Communication Studies

MASS COMMUNICATION / VISUAL ARTS

Course No. CW-702
(Researth Methodology)

Full Marks: 100
Pass Marks: 50

Time: 3 Hours

The figures in the margin indicate the full marks for questions.
Answer Five questions selecting one from each UNIT

UNIT-I

1. a) What do you mean by the term 'research' ? 5

   b) Discuss the importance of empirical and interpretive methods of acquiring knowledge under the paradigms of quantitative and qualitative research. 15

2. a) Elaborate the significance of Statement of Problem, Proposition and Hypothesis in social and cultural research. 15

   b) What is null hypothesis? 5

UNIT-II

3. a) What you mean by types and method in research? 10

b) Explain precisely the methods followed in research? 10

4. 'The appropriate method of grouping in a research may depend on factors such as the duration of measurement phase and participant characteristics'. Discuss briefly the important choices of grouping in a research. 20

UNIT-III

5. a) Compare and contrast quantitative and qualitative research highlighting the key characteristics of qualitative research design. 10

b) Briefly discuss the common qualitative research designs with relevant examples from your discipline. 10

6. a) Discuss what you understand by experimental research and explain the key terms associated with experimental research design. 5+5=10

b) What are the basic principles of experimental research design? 10

UNIT-IV

7. a) What do you understand by the terms validity and reliability in research? Explain with examples. 10

b) Briefly describe the different styles and systems of referencing in research. 10

8. a) What are the 4C's of abstract writing? What are the basic components of a good research abstract? 5+5=10

b) Discuss the importance of data coding in research. What is intercoder reliability? 5+5=10

UNIT-V

9. Write short notes on **any two:** 10x2=20

i) Observation Method

ii) Principles of questionnaire design

iii) Confounding Variables

iv) Structure of Research proposal

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