2025/SEM/EVEN/05/17/JMC-652/429

PG Even Semester Exam, May 2025

Journalism & Mass Communication

4th Semester

COURSE NO. MJMC-652

[Data Analysis Techniques]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five question taking one from each Unit.

UNIT-I

1. a. Define the terms 'research paradigm', 'research approaches' and 'research methodology'. 6

   b. Briefly outline the four different research paradigms. 8

Or

2. a. Discuss the most common types of plagiarism in research. 7

b. What are the ethical and legal issues in research involving human subjects? 7

UNIT-II

3. a. What do you understand by 'reliability' in research? Explain the different types of reliability. 7

b. What is validity in research? Explain the different types of validity. 7

Or

4. a. What do you mean by null hypothesis and alternative hypothesis? 7

b. Explain Type I ad Type II error in hypothesis testing. 7

UNIT-III

5. a. Briefly discuss the different types of qualitative research: ethnography, grounded theory, phenomenology. 9

b. State the advantages and disadvantages of qualitative research. 5

Or

6. a. What do you understand by 'rigour' and 'reflexivity' in qualitative research? 7

b. What is inter-coder reliability? Give examples. 7

UNIT-IV

7. a. What is mixed methods research? 7

b. Explain the different types of mixed methods research. 7

Or

8. a. State the advantages of mixed methods research. 7

b. Explain why integration of quantitative and qualitative data is important in mixed methods research. 7

UNIT-V

9. Write short notes (any two): 7+7=14

a. Skewness and kurtosis

b. Data visualization

c. Level of measurement of data

d. Parametric and Nonpearametric tests.

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