**Karunya University**

**(Karunya Institute of Technology and Sciences)**

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – Nov/Dec - 2016**

**Subject Title: Research Methodology Time: 3 hours**

**Subject Code: 14VC3002 Maximum Marks: 100**

Answer All Questions

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| Question  No | Question  **(5x20=100 Marks)** | Marks  Allotted | Course  outcome |
|  | **Compulsory:** |  |  |
| 1. a. | What are the steps to arrive at a research problem? | 10 | C1 |
| b. | Distinguish between Research Methods and Research Methodology. | 10 | C2 |
| 1. a. | What is the importance of Literature Review? Explain with examples. | 10 | C2 |
| b. | Distinguish between qualitative and quantitative research. | 10 | C2 |
|  | OR |  |  |
| 1. a. | Discuss various types of research. | 10 | C1 |
| b. | What is the importance of theory in research ? | 10 | C2 |
| 1. a. | Write about purposive and snowball sampling in detail. | 10 | C2 |
| b. | Prepare a questionnaire (minimum 15 questions) assessing new media usage among youth. | 10 | C3 |
|  | OR |  |  |
| 1. a. | Discuss any three sampling techniques. | 10 | C2 |
| b. | What is Content Analysis? Explain. | 10 | C3 |
| 1. a. | What is a Likert Scale? Explain with examples. | 10 | C3 |
| b. | What is Semantic Differential Scale? Explain with examples. | 10 | C3 |
|  | OR |  |  |
| 1. a. | Distinguish between focus group discussions and interview techniques. | 10 | C2 |
| b. | Discuss the difference between Research Questions and Hypotheses. | 10 | C3 |
| 1. a. | Explain ethnographic research. | 10 | C2 |
| b. | Why is mass media research important? Discuss. | 10 | C1 |
|  | OR |  |  |
| 1. a. | Write an abstract of a research topic of your choice. | 10 | C3 |
| b. | Write a research paper with appropriate analysis and findings. | 10 | C3 |