Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov/Dec – 2017**

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|  |  |  |  |
| **Code :** | **14VC3002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **RESEARCH METHODOLOGY** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define Mass Media. | CO1 | 5 |
| b. | Define Quantitative Research. | CO1 | 5 |
| c. | Explain Features of Scientific Research. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | What is Action Research? | CO1 | 5 |
| b. | What is Review of Literature? | CO1 | 5 |
| c. | Explain Research Methodology with examples. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | What is a Sampling Frame? | CO1 | 5 |
|  | b. | What is Primary Data ? | CO1 | 5 |
|  | c. | Explain three kinds of non random sampling techniques. | CO1 | 10 |
| (OR) | | | | |  |  | CO1 |
| 4. | a. | What is Mass Media Research? | CO2 | 5 |
|  | b. | Describe in-depth interviews. | CO2 | 5 |
|  | c. | Describe three Qualitative research techniques with examples. | CO3 | 10 |
|  |  |  |  |  |
| 5. | a. | What is SPSS? | CO3 | 5 |
|  | b. | What is a Variable? | CO1 | 5 |
|  | c. | Discuss Reliabilty and Validity in research. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | What is a Survey? | CO2 | 5 |
|  | b. | Distinguish between null and alternate hypothesis. | CO3 | 5 |
|  | c. | Develop null and alternate hypotheses on mobile usage among youth. | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Write briefly about a research abstract. | CO3 | 5 |
|  | b. | What are open ended questions in research? | CO3 | 5 |
|  | c. | Develop five open ended and five closed ended questions on a topic of your choice. | CO3 | 10 |
| (OR) | | | | |
| 8. | a. | When do we employ a chi square test? | CO2 | 5 |
|  | b. | What is a correlation analysis? | CO2 | 5 |
|  | c. | Distinguish between correlation and factor analysis. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Define Participatory Observation. | CO1 | 5 |
|  | b. | Discuss Purposive sampling. | CO2 | 5 |
|  | c. | Write a research report based on a study conducted by you. | CO3 | 10 |

ALL THE BEST