



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: IV
	APR-2025

Sr. No.	Subject	Available
1.	231P28C401 – Qualitative Research	
2.		
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April 2025

Examination: End Semester Examination (PG Programme)

Programme code: 27/28		Class: SY	Semester: IV
Programme: MAEMA/M.A.C.J			
Name of the Constituent College: S K Somaiya		Name of the Department: Mass Communication	
Course Code: 231P27C401 231P27401 /231P28C401	Name of the Course: Qualitative Research		
Duration : 2 Hr.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks	CO
Q1	Define Qualitative Research and explain the methodological ideologies used in the research process	15	CO1, CO3
Q 2	What is the role of ethics in research?	15	CO2, CO3
	OR Compare Post-positivism, interpretive strand, and critical strand approaches to research	15	CO1, CO3
Q 3	Illustrate the significance and problems of social research with examples.	15	CO1, CO3
	OR List some approaches of analysing qualitative data with focus on the latest technology	15	CO4
Q4	Short notes (any 3) 1. Subjectivity and Objectivity 2. Participant Confidentiality 3. Significance of framework in research 4. Thematic analysis 5. Ethical considerations while writing a research paper	15	CO1, CO2, CO4