QUESTION PAPERS

BRANCH: Master of Arts – CJ Communication & Journalism	SEM: IV
ATKT	JUN-2025

Sr. No.	Subject	Available
1.	231P27C401 – Qualitative Research	✓
2.	231P27C402 – Quantitative Research	✓
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

April 2025
Examination: End Semester Examination (PG Programme)

Programme code: 27/28 Programme: MAEMA/M.A.C.J		Class: SY	Semester: IV
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 elaborate on some of the ethics and rigor in the research process.	15	CO1, CO4
Q 2	What is the importance of frameworks in qualitative research? OR Identify and present key points in analysis writing	15 15	CO1, CO3 CO3, CO4
Q 3	Discuss the considerations for formulation of research tools OR Reflect on the cultural and social norms to be considered by the researcher during data collection	15 15	CO2, CO3 CO2, CO3
Q4	Short notes (any 3) 1. Positionality and Reflexivity 2. Debriefing 3. Ethical considerations while writing a research paper 4. Focus points in a presentation 5. Role of methodology in research process	15	CO1, CO2, CO3

SOMAIYA
VIDYAVIHAR UNIVERSITY

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Programme code: 27/28 Programme: MAEMA/M.A.C.J		Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya		Name of the Department: Mass Communication	
Course Code: 231P2=FC402 231P27402/231P28C402		Name of the Course: Quantitative Research	
Duration : 2 Hr.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Calculators are allowed			

Question No.		Max. Marks	CO
Q1	What is Quantitative research? Compare qualitative, quantitative, and mixed methodologies.	15	CO1, CO2
Q 2	Elaborate on education related data sets	15	CO3
	OR		
	Manav is talking to a friend about a new television show. He notices that some of his classmates aren't familiar with the show, but they are carrying around a lot of library books. He wonders if the more library books a student owns, the less television they watch. He collects data from his friends about how many library books they own and how much television they watch. Can you use his data to find a correlation?	15	COCO, CO5, CO6
	X Y		
	3 4		
	2 5		
	1 8		
	4 4		
	6 2		
Q 3	Examine longitudinal, cross-sectional, and trend studies and its applications in quantitative research	15	CO1, CO2
	OR		
	Calculate mean, median, mode, range, standard deviation, and covariance for the following sample data: 2, 4, 8, 6, 10, and 12	15	CO3, CO4
Q4	Short notes (any 3) 1. Measures of central tendency 2. Types of errors 3. Experimental and Quasi-experimental methods in quantitative research	15	CO1, CO2, CO3, CO5

	4. Inductive and deductive research 5. Skewness and kurtosis		