



# SOMAIYA

## VIDYAVIHAR UNIVERSITY



Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Master of Arts – MEA</b> <b>Media, Entertainment &amp; Advertisement</b>	<b>SEM: IV</b>
<b>ATKT</b>	<b>JUN-2025</b>

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

LIBRARY



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MAEMA  
SEM IV  
QR.

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 <del>231P27401</del> /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?	15	CO1, CO3
	OR Identify and present key points in analysis writing	15	CO3, CO4
Q 3	Discuss the considerations for formulation of research tools	15	CO2, CO3
	OR Reflect on the cultural and social norms to be considered by the researcher during data collection	15	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



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ATK 5 June 2025  
SY MAEMA HEP  
Quantitative Research

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: 231P27C402 <del>231P27402</del> /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 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? <table><tr><td>X</td><td>Y</td></tr><tr><td>3</td><td>4</td></tr><tr><td>2</td><td>5</td></tr><tr><td>1</td><td>8</td></tr><tr><td>4</td><td>4</td></tr><tr><td>6</td><td>2</td></tr></table>	X	Y	3	4	2	5	1	8	4	4	6	2	15 15	CO3 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 OR Calculate mean, median, mode, range, standard deviation, and covariance for the following sample data: 2, 4, 8, 6, 10, and 12	15 15	CO1, CO2 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		
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