



SOMAIYA

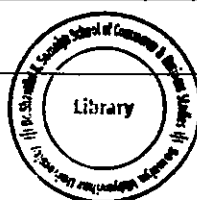
VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

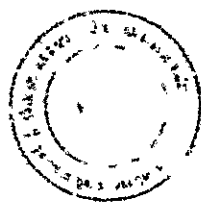
QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: IV
	APR-2023

Sr. No.	Subject	Available
1.	131P27C401 – Communication Research	
2.		
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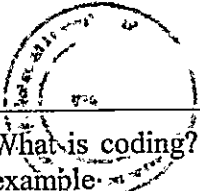


MACJ/MAEMA-IV

702

Semester (November 2022 to April 2023) Examination: End Semester Examination April 2023 (PG Programmes)		
Programme code: 27/28 Programme: MACJ/MAEMA	Class: SY	Semester: IV
Name of the Constituent College: SKSC	Name of the Department : Media Studies	
Course Code: 131P27C401/131P28C401	Name of the Course: Communication Research	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Question 1 is compulsory		

Question No.		Max. Marks
Q.1	Explain in detail the different stages/phases involved in publishing a thesis document.	15
Q.2	Explain the different data types with suitable examples	15
	Or	
Q3	Explain the 'Survey method' of data collection. Delineate the pros and cons of the method with a suitable example	15
Q.4	Explain Framework Analysis with a suitable example	15
	Or	
Q.5	Discuss the Analytic Induction method with a suitable example	15



Q6	What is coding? explain the different types of coding techniques with suitable example.	15
	Or	
Q7	Discuss in detail the different types of sampling techniques	15