



# 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>APR-2026</b>

Sr. No.	Subject	Available
1.	Qualitative Approaches in Research	
2.	Quantitative Approaches in India	
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		



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Q.3.	<p>A) What is mixed-method approach? How is it useful in social science research? Explain its advantages and disadvantages.</p> <p style="text-align: center;"><b>OR</b></p> <p>B) How research subjects are selected in qualitative research? Explain the different techniques used for participant selection.</p>	15m	CO3
Q.4.	<p>Write short notes on any three of the following:</p> <ul style="list-style-type: none"> <li>a) Post-positivism</li> <li>b) Positionality</li> <li>c) Research Ethics</li> <li>d) Use of software(s) in Data Analysis</li> <li>e) Research Method vs Methodology</li> </ul>	3*5m- 15m	CO2 CO1 CO4 CO3 CO1 to CO5



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<b>March/April 2026</b>			
<b>Examination: End Semester Examination March/April 2026 (PG Programmes)</b>			
<b>Program code: 27 and 28</b>		<b>Class: PART II</b>	<b>Semester: IV</b>
<b>Program: MAEMA AND MACJ</b>			
<b>Name of the Constituent College:</b> Somaiya School of Humanities and Social Sciences		<b>Name of the Department:</b> MASS COMMUNICATION	
<b>Course Code:</b> 231P28C402	<b>Name of the Course:</b> Quantitative Approaches in Research		
<b>Duration:</b> 2 Hrs.	<b>Maximum Marks:</b> 60		

Question No.		Max. Marks	CO Attainment																				
Q.1	<p>A researcher wants to study the relationship between the use of AI tools for academic work and students' perceived learning improvement among postgraduate students. A survey was conducted among 180 students."</p> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <thead> <tr> <th>AI Tool Usage</th> <th>Perceived Learning Improved</th> <th>No Improvement</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Daily</td> <td style="text-align: center;">55</td> <td style="text-align: center;">15</td> <td style="text-align: center;">70</td> </tr> <tr> <td>Weekly</td> <td style="text-align: center;">35</td> <td style="text-align: center;">25</td> <td style="text-align: center;">60</td> </tr> <tr> <td>Rarely</td> <td style="text-align: center;">10</td> <td style="text-align: center;">40</td> <td style="text-align: center;">50</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>100</b></td> <td style="text-align: center;"><b>80</b></td> <td style="text-align: center;"><b>180</b></td> </tr> </tbody> </table> <p>Answer the following:</p> <p>a) Identify the independent and dependent variables in this study.</p> <p>b) Formulate the Null and Alternate Hypothesis.</p> <p>c) Which statistical test would be appropriate to examine the relationship between AI usage and learning improvement? Explain why.</p> <p>d) Interpret the data and explain what pattern or trend is visible in the table.</p> <p>e) Suggest two implications for university teaching strategies based on the findings.</p>	AI Tool Usage	Perceived Learning Improved	No Improvement	Total	Daily	55	15	70	Weekly	35	25	60	Rarely	10	40	50	<b>Total</b>	<b>100</b>	<b>80</b>	<b>180</b>	15	CO-3
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Q.2	<p>A) A researcher wants to examine <b>social media fatigue among college students in Mumbai universities.</b></p> <ul style="list-style-type: none"> <li>● Explain the types of sampling</li> <li>● Explain how <b>systematic sampling</b> can be applied in this study.</li> <li>● Identify possible <b>groups</b> and explain the procedure for selecting respondents.</li> </ul>	15	CO-2  CO3																				

	<ul style="list-style-type: none"> <li>● Mention one <b>advantage and one limitation</b> of systematic sampling.</li> </ul> <p style="text-align: center;"><b>OR</b></p> <p>B.) Demonstrate</p> <ul style="list-style-type: none"> <li>● The importance of hypothesis formulation in research</li> <li>● Frame six hypotheses on the topic "<i>De-Influencer Marketing and Consumer Behavior: Examining the Impact of Anti-Persuasion Strategies on Purchase Decisions</i>" with a conceptual model with Independent variable, dependent variable and moderating/mediating variables.</li> </ul>		
<b>Q.3</b>	<p>A.) A researcher is studying the <b>impact of short-form video platforms on students' study habits.</b></p> <p><b>Answer the following</b></p> <p>a) Frame <b>eight Likert scale questions</b> to measure students' perception of distraction caused by short videos.  b) Frame <b>two multiple-choice questions</b> to measure daily usage patterns.  c) Explain how these questions can help in <b>quantitative analysis of the research</b></p> <p style="text-align: center;"><b>OR</b></p> <p>B.) A study examines whether <b>students who participate in environmental campaigns show higher environmental awareness than those who do not.</b></p> <p>a) Write the <b>4 Null Hypothesis and 4 Alternate Hypothesis.</b>  b) Suggest an appropriate <b>statistical test</b> to examine this relationship and why that test is used.  c) Explain what it means if the <b>p-value is greater than 0.05</b> while testing the hypothesis</p>	<b>15</b>	<b>CO-1</b>  <b>CO4</b>
<b>Q.4</b>	<p>Write short notes on any <b>three</b> of the following?</p> <ol style="list-style-type: none"> <li>1. Operationalization of Variables</li> <li>2. Cross-Tabulation in Quantitative Research</li> <li>3. Correlation Analysis in Social Science Research</li> <li>4. Importance of Pilot Study</li> <li>5. Difference between Nominal, Ordinal, Interval and Ratio Scales</li> </ol>	<b>5X3=15</b>	<b>CO-2,</b>  <b>CO-4</b> <b>Co-3</b>