



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: IV
	APR-2026

Sr. No.	Subject	Available
1.	231P28C401 – Qualitative Approaches in Research	
2.	231P28C402 – Quantitative Approaches in Research	
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April/May 2026		
Examination: End Semester Examination (PG Programme)		
Programme code: 27/28 Programme: MAEMA/MACJ	Class: Part-II	Semester: IV
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P28C401	Name of the Course: Qualitative Approaches in Research	
Duration: 2 Hr.	Maximum Marks: 60	
Instructions: 1) Answer all questions 2) Follow the instructions		

Question No.	Question 1 case study is compulsory.	Max. Marks	CO
Q.1.	<p>Design a small qualitative research study on the topic: "The Role of Social Media in Shaping Political Opinions among Young Adults."</p> <p>Your answer should include the following components:</p> <p>a) Research problem and objective of the study. (4 Marks) b) Qualitative research method to be used with a rationale. (5 Marks) c) Type of participants and sampling method suitable for the study. (3Marks) d) Brief explanation of how the collected data will be analysed using qualitative techniques. (3 Marks)</p>	15m	CO1, CO2
Q.2.	<p>A) In qualitative research, research paradigms and theoretical frameworks guide the selection of research methods.</p> <p>Select a communication research topic of your choice and answer the following:</p> <p>a) Identify and explain one suitable research paradigm for your chosen topic. (5 Marks) b) Describe an appropriate theoretical framework that can guide the study. (5Marks) c) Suggest one qualitative research method suitable for investigating the topic. (5Marks)</p> <p style="text-align: center;">OR</p> <p>B) What are in-depth/intensive interviews? Explain its advantages, disadvantages, types, and methodology for conducting in-depth interviews.</p>	15m	CO2 CO3

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;">OR</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"> a) Post-positivism b) Positionality c) Research Ethics d) Use of software(s) in Data Analysis e) Research Method vs Methodology 	3*5m-15m	CO2 CO1 CO4 CO3 CO1 to CO5

30/3/20
MACJ
SEM-IV



March/April 2026			
Examination: End Semester Examination March/April 2026 (PG Programmes)			
Program code: 27 and 28		Class: PART II	Semester: IV
Program: MAEMA AND MACJ			
Name of the Constituent College: Somaiya School of Humanities and Social Sciences		Name of the Department: MASS COMMUNICATION	
Course Code: 231P28C402	Name of the Course: Quantitative Approaches in Research		
Duration: 2 Hrs.	Maximum Marks: 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>Total</td> <td style="text-align: center;">100</td> <td style="text-align: center;">80</td> <td style="text-align: center;">180</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	Total	100	80	180	15	CO-3
AI Tool Usage	Perceived Learning Improved	No Improvement	Total																				
Daily	55	15	70																				
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Total	100	80	180																				
Q.2	<p>A) A researcher wants to examine social media fatigue among college students in Mumbai universities.</p> <ul style="list-style-type: none"> ● Explain the types of sampling ● Explain how systematic sampling can be applied in this study. ● Identify possible groups and explain the procedure for selecting respondents. 	15	CO-2 CO3																				

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