



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231P28C401 – Qualitative Approaches in Research	
2.	231P28C402 – Quantitative Approaches in Research	
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ATKT
MAEME/MACJ
Sem-IV

April/May 2026			
Examination: End Semester Examination (PG Programme)			
Programme code: 27/28		Class: Part-II	Semester: IV
Programme: MAEMA/MACJ			
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.	A researcher studying online fan communities conducts interviews with participants from different social media groups. During the study, the researcher realizes that their own background and opinions may influence the interpretation of participants' responses. Explain the role of positionality, reflexivity, and participant confidentiality in this qualitative research. How can the researcher ensure rigor and ethical integrity in the study?	15m	CO1, CO4, CO5
Q.2.	A) Compare post-positivism, interpretative, and critical approaches to social science research with suitable examples. OR B) What is a focus group discussion? Explain its advantages, disadvantages, types, and methodology for conducting FGDs.	15m	CO2 CO3
Q.3.	A) What are the opportunities and challenges facing academic and market researchers, especially in India, in the field of mass communication? OR C) Explain the usefulness of non-probability sampling in qualitative research.	15m	CO1 to CO5 CO1, CO3
Q.4.	Write short notes on any three of the following: a) Triangulation b) Informed Consent c) Use of referencing in research d) Inductive vs Deductive approach e) Research Method vs Methodology	3*5m-15m	CO1 CO4 CO1 to CO4 CO2 CO3

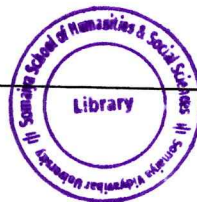


SOMAIYA
VIDYAVIHAR UNIVERSITY

11 JUN 2020

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																
Q1	A researcher studies whether participation in sustainability workshops influences students' waste segregation behaviour. Survey data from 120 students is given below: <table border="1"> <thead> <tr> <th>Participation in Workshop</th><th>Practice Waste Segregation</th><th>Do Not Practice</th><th>Total</th></tr> </thead> <tbody> <tr> <td>Attended Workshop</td><td>45</td><td>15</td><td>60</td></tr> <tr> <td>Did Not Attend</td><td>20</td><td>40</td><td>60</td></tr> <tr> <td>Total</td><td>65</td><td>55</td><td>120</td></tr> </tbody> </table> Answer the following: a) Identify the two variables involved in this study and state their measurement level (nominal/ordinal/etc.). b) Formulate the 3 Null Hypothesis (H_0) and 3 Alternate Hypothesis (H_1). c) Explain why the Chi-square test is suitable for analysing this data. d) By observing the table, describe the relationship between workshop participation and waste segregation behaviour. e) Suggest two practical recommendations for universities based on the findings.	Participation in Workshop	Practice Waste Segregation	Do Not Practice	Total	Attended Workshop	45	15	60	Did Not Attend	20	40	60	Total	65	55	120	15	CO3
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Did Not Attend	20	40	60																
Total	65	55	120																
Q.2	a. A researcher wants to study AI overdependence among university students in Mumbai. a) Explain how stratified sampling can be used in this research. b) Identify the possible strata and justify why this sampling method	15	CO-2																



	would improve research accuracy. c) Discuss one limitation of this sampling approach. OR b. Demonstrate the differences between probability and non-probability methods of sampling with suitable examples.		CO-3
Q.3	a. Explain the • The significance of hypothesis in research by mentioning the various types of hypothesis used in research. • Frame four hypotheses on the topic -Fast Fashion v/s Slow fashion trend among Gen Z group in Mumbai with the conceptual model. OR b. You are designing a survey questionnaire to study the influence of social media influencers on career aspirations among Gen Z a) Construct 08 Likert scale questions to measure consumer attitudes. b) Construct two close-ended questions to measure purchase behaviour. c) Explain how these questions help in quantitative data analysis.	15	CO-1 CO-4
Q.4	Write short notes on any three of the following? • Role of Pilot Study in Questionnaire Research • Descriptive vs Inferential Statistics • Likert Scale Measurement in Social Science Research • Importance of Sample Size in Quantitative Studies • Data Visualization Techniques in Research Reporting	5X3=15	CO-1 CO-2 CO-3