

Seat No: - _____

Enrollment No: - _____

**PARUL UNIVERSITY
FACULTY OF ARTS**

B. Arts Midterm Examination 2022–23

Semester: - V

Date: 30/07/2022

Subject Code: - (15103306)

Time: 10:30 AM to 12: 30 PM

Subject Name: - (Communication Research)

Total Marks: 40

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

		Marks
Q.1	Do As Directed.	06
1	Research in common parlance refers to _____.	
	(A) Search for knowledge	(B) Search for reviews
	(C) Neither A nor B	(D) None of these
2	Research is classified into _____ major types.	
	(A) Three	(B) Four
	(C) Two	(D) None of these
3	Applied research aims at finding _____ in the society.	
	(A) Problems	(B) Solutions
	(C) Hypotheses	(D) None of these
4	Historical research uses _____ to analyze and collect data.	
	(A) Documents	(B) Remains
	(C) Both A and B	(D) None of these
5	By default, all hypotheses stated in research are _____.	
	(A) Alternate	(B) Working
	(C) Null	(D) None of these
6	In experimental research, there is slight manipulation of _____ variables.	
	(A) Independent variables	(B) Dependent variables
	(C) Intervening variables	(D) None of these
7	When a researcher chooses samples in a systematic way, it is known as _____.	
	(A) Contingence sampling	(B) Systematic sampling
	(C) Quota sampling	(D) None of these
8	There are _____ major types of sampling in research.	
	(A) Three	(B) Four
	(C) Two	(D) None of these
9	When a researcher chooses samples, based on a quota, it is known as _____.	
	(A) Cluster sampling	(B) Quota sampling
	(C) Snowball sampling	(D) None of these
10	There are majorly _____ types of data collection methods in research.	
	(A) One	(B) Three
	(C) Two	(D) None of these

11	Content analysis can be both ____ and ____.				
	(A)	Quantitative	(B)	Qualitative	
	(C)	Both A and B	(D)	None of these	
12	Interviews can be conducted in ____ ways.				
	(A)	Several	(B)	One	
	(C)	Two	(D)	None of these	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)					(04)
1	One of the core objectives of research is to gain ____ with a phenomenon.				
2	____ research includes surveys, and fact-finding enquiries of several kinds.				
3	Primary data consists of information collected for the ____ time.				
4	When a researcher chooses samples based on his/her convenience then it is known as ____.				
Q.2	Answer the following.				
1	List out the objectives of the research process.				(04)
2	What are the motivating factors in undertaking research?				(04)
OR					
2	Write a brief note on Quota sampling.				(04)
Q.3	Answer the following.				
1	Discuss the various types of hypotheses in research.				(05)
2	Give a detailed note on the case study method in research.				(05)
OR					
2	Explain the various types of research design.				(05)
Q.4	Answer the following.				
1	Give a detailed note on various types of research.				(06)
2	Give a detailed note on various types of characteristics, pros and cons of various sampling methods.				(06)
OR					
2	Give a detailed note on various data collection methods in research.				(06)

*****All the Best*****

Answer Sheet

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		Marks
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1	Research in common parlance refers to _____ .	
	(A) Search for knowledge	(B) Search for reviews
	(C) Neither A nor B	(D) None of these
2	Research is classified into _____ major types.	
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	(C) Two	(D) None of these
3	Applied research aims at finding _____ in the society.	
	(A) Problems	(B) Solutions
	(C) Hypotheses	(D) None of these
4	Historical research uses _____ to analyze and collect data.	
	(A) Documents	(B) Remains
	(C) Both A and B	(D) None of these
5	By default, all hypotheses stated in research are _____ .	
	(A) Alternate	(B) Working
	(C) Null	(D) None of these
6	In experimental research, there is slight manipulation of _____ variables.	
	(A) Independent variables	(B) Dependent variables
	(C) Intervening variables	(D) None of these
7	When a researcher chooses samples in a systematic way, it is known as _____ .	
	(A) Contingence sampling	(B) Systematic sampling
	(C) Quota sampling	(D) None of these
8	There are _____ major types of sampling in research.	
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9	When a researcher chooses samples, based on a quota, it is known as _____ .	
	(A) Cluster sampling	(B) Quota sampling
	(C) Snowball sampling	(D) None of these
10	There are majorly _____ types of data collection methods in research.	

	(A)	One	(B)	Three	
	(C)	Two	(D)	None of these	
11	Content analysis can be both _____ and _____.				
	(A)	Quantitative	(B)	Qualitative	
	(C)	Both A and B	(D)	None of these	
12	Interviews can be conducted in _____ ways.				
	(A)	Several	(B)	One	
	(C)	Two	(D)	None of these	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)					(04)
1	One of the core objectives of research is to gain _____ with a phenomenon.				
Ans.	Familiarity.				
2	_____ research includes surveys, and fact-finding enquiries of several kinds.				
Ans.	Descriptive.				
3	Primary data consists of information collected for the _____ time.				
Ans.	First.				
4	When a researcher chooses samples based on his/her convenience then it is known as _____.				
Ans.	Convenience sampling.				
Q.2	Answer the following.				
1	List out the objectives of the research process.				(04)
Ans.	Objectives.				
2	What are the motivating factors in undertaking research?				(04)
Ans.	Motivating factors.				
OR					
2	Write a brief note on Quota sampling.				(04)
Ans.	Quota sampling.				
Q.3	Answer the following.				
1	Discuss the various types of hypotheses in research.				(05)
Ans.	Hypotheses types.				
2	Give a detailed note on the case study method in research.				(05)
Ans.	Case study method.				
OR					
2	Explain the various types of research design.				(05)
Ans.	Research design types.				
Q.4	Answer the following.				
1	Give a detailed note on various types of research.				(06)
Ans.	Research types.				
2	Give a detailed note on various types of characteristics, pros and cons of various sampling methods.				(06)
Ans.	Sampling methods: Probability and Non-probability sampling methods.				
OR					
2	Give a detailed note on various data collection methods in research.				(06)
Ans.	Data collection methods.				