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| **SESSION** | **MARCH 2024** |
| **PROGRAM** | **MAJMC** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMJ7104 - COMMUNICATION RESEARCH** |
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**SET – 1**

**1. “The questionnaire design is an art, and it is useless to follow a rigid set of guidelines. Rather the process should be left entirely to the creativity of the researcher". Examine the relevance of this statement and give some guidelines on how a good questionnaire is constructed.**

**Ans 1.**

The statement, "The questionnaire design is an art, and it is useless to follow a rigid set of guidelines. Rather, the process should be left entirely to the creativity of the researcher," emphasizes the importance of creativity in the design of questionnaires. While creativity plays a crucial role, dismissing structured guidelines can compromise the effectiveness and reliability of the research. This essay examines the balance between creativity and methodological rigor in questionnaire design and provides guidelines for constructing

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**2. What do you mean by primary research and applied research? Justify it with examples.**

**Ans 2.**

Research is a fundamental tool for advancing knowledge and solving complex issues across various fields. Primary research and applied research are two pivotal categories of research, each with distinct purposes, methodologies, and outcomes. Understanding these types of research is crucial for researchers to choose the appropriate approach based on their objectives and the nature of the problem they are addressing.

**Primary Research: Definition and Examples**

Primary research refers to the process of collecting new data that has not been previously

**3. Describe the sampling procedures and techniques commonly used in research. Write about the differences between probability and non-probability sampling methods.**

**Ans 3.**

**Sampling Procedures and Techniques Commonly Used in Research**

Sampling is a fundamental aspect of research methodology that involves selecting a subset of individuals, objects, or events from a larger population to make statistical inferences about that population. Effective sampling techniques are crucial for ensuring that the sample is representative of the population, which is essential for the validity and reliability of the study results.

**Simple Random Sampling**: This is one of the most straightforward sampling techniques,

**SET – 2**

**1. Define the research methodology and discuss its significance in the research process. Why is it essential for researchers to understand different research designs?**

**Ans 1.**

**Introduction to Research Methodology**

Research methodology refers to the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge to ensure that the research is scientifically valid and reliable. Essentially, it involves the overall approach to the research process, from the theoretical underpinning to the collection and analysis of data. Research methodology guides

**2. Outline the steps involved in conducting quantitative content analysis. How can researchers ensure the reliability and validity of their content analysis?**

**Ans 2.**

**Steps Involved in Conducting Quantitative Content Analysis (250 words)**

Quantitative content analysis is a research method used to systematically analyze the content of communication in a numerical fashion. This method is widely used in social sciences to quantify the presence, meanings, and relationships of certain words, themes, or concepts within texts. Here are the essential steps involved in conducting quantitative content analysis:

1. **Define the Research Questions and Hypotheses**: Clearly state what you intend to discover through your analysis. This step determines the focus and scope of your

**3. Explain the characteristics of qualitative research methodology and its differences from quantitative research. Why might researchers choose qualitative methods over quantitative methods?**

**Ans 3.**

**Characteristics of Qualitative Research Methodology (250 words)**

Qualitative research methodology is primarily exploratory and is used to gain an in-depth understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Here are some key characteristics:

**Data Collection**: Qualitative research often uses unstructured or semi-structured techniques such as interviews, focus groups, and observations to collect data. This allows for a more