

INDIRA UNIVERSITY, PUNE
SCHOOL OF LIBERAL ARTS-MAJMC

SET-3

Term End Examination (2025 Pattern) December – 2025 - Semester – I

Subject Name: Research Methodology
Subject Code: 25MMC104T

Max. Marks: 50
Time: 2:30 Hrs

Instructions

- All questions are compulsory. Figures to the right indicate full marks.
- Illustrate your answers with neat figures and diagrams.

CO #	Cognitive Ability	Course Outcome
CO25MMC104.4T	Analyze	Research data to identify patterns ,trends, and correlations relevant to communication problems
CO25MMC 104.5T	Evaluate	The validity ,reliability and ethical considerations of research findings
CO25MMC104.6T	Create	A well-structured research proposal or report demonstrating methodological rigor and academic writing skills

Q.1	Attempt any three out of Six	(30 Marks)	CO4
	a Discuss in detail: Importance of review of literature.		
	b Discuss in detail: Field observations: participant, non-participant; techniques.		
	c Discuss in detail: Content Analysis: definition, uses and limitations; steps, unit and categories.		
	d Discuss in detail: Advantages and disadvantages of sampling methods.		
	e Write a short note on Importance of review of literature.		
	f Write a short note on Nature, limitations, interpreting qualitative data.		
Q.2	Solve any one out of Two	(10 Marks)	CO5
	a Write a short note on Various quantitative methods.		
	B Write a short note on Types of sampling methods.		
Q.3	Solve any one from the following	(10 Marks)	CO6
	a Discuss in detail: Importance of statistical analysis.		
	b Discuss in detail: Intensive interviews: procedure, advantages and disadvantages.		