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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **Ph. D Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 05 – 02- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOMS | **Program:** Ph. D |
| **Course Code:** RES804 | **Course Name:** Research Methodology And Publication Ethics For Law And Humanities |
| **Semester**:  | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **10** | **20** | **30** | **30** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** |
| **1** | Define the term "research methodology" in the context of media studies. | **10 Marks** | **L1** | **CO1** |
| **2** | Explain the significance of a literature review in media research. | **10 Marks** | **L2** | **CO2** |
| **3** | What are the ethical considerations in conducting media-related research? Provide examples. | **10 Marks** | **L3** | **CO3** |
| **4** | Differentiate between qualitative and quantitative research methodologies with suitable examples from media studies. | **10 Marks** | **L4** | **CO4** |
| **5** | Briefly describe the concept of sampling in research. How does it apply to media audience studies? | **10 Marks** | **L5** | **CO5** |
| **6** | What is the role of hypothesis formulation in media research? Provide an example. | **10 Marks** | **L3** | **CO3** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** |
| **7.** |  | Analyze the importance of mixed-methods research in media studies, using examples to illustrate its application and challenges. | **20 Marks** | **L4** | **CO4** |
|  |
| **8.** |  | Discuss the relevance and challenges of using digital tools and technologies for data collection and analysis in media research. Provide examples from contemporary studies. | **20 Marks** | **L5** | **CO5** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***