



DOON UNIVERSITY, DEHRADUN

School of Communication

Mid Semester Examination, July- December, 2014

Ph.D. in Communication

First Semester

Course: COMM-651: Research Methodology.

Time Allowed: 2 Hours

Maximum Marks: 30

Answer all questions

1. What do you understand by 'reliability' and 'validity' of data/information? How will you ensure reliability and validity of data/information in research? Discuss.

10 Marks

2. Distinguish between qualitative and quantitative methods of research. Give some indicative examples relevant to the field of media and communication.

08 Marks

3. Write short notes (200 words each) on the following:

i) Survey method.

ii) Observation method.

iii) Case study method.

iv) Feedback and feed forward studies.

03x04=12 Marks