

**NATIONAL LAW UNIVERSITY, JODHPUR**

End Term Examination August-December, 2025

Semester PG LL.M. I Semester

Subject: Research Methodology (Compulsory)

**Time: Three Hours****Marks: 100***Instructions:*

1. *Students are required to answer any four questions only.*
2. *Use of bare acts or any reference material is not permitted.*

Q1.). A postgraduate student in Law, Riya, decides to study the behavioural patterns of customers in a Ambience Mall, Gurugram. She visits the mall daily for two weeks and observes how customers choose food items at food court, interact with staff at different brand outlets, and manage queues. However, she does not inform the customers that they are being observed, fearing that it might alter their natural behaviour. On the basis of above-mentioned scenario answer the following.

- a. The type of observation method applied, and its advantages and disadvantages in this context.
- b. How the choice between participant vs. non-participant and structured vs. unstructured observation could affect the reliability and validity of her findings.

(Marks 12.5 + 12.5 = 25)

Q2.). In empirical research, the process of sampling is often described as a balance between data representativeness and practical feasibility. However, even the most rigorous sampling designs may fail to capture the true variability of the target population due to hidden biases, non-response errors, and contextual limitations. Critically analyse. Also, discuss the various types of sampling techniques used in research methodology and the merits and demerits associated with them.

(Marks 25)

Q3.). The integration of Artificial Intelligence (AI) into research design, data collection, and analysis has revolutionized knowledge production, but it has also raised complex ethical concerns related to privacy, bias, authorship, and accountability. As AI systems increasingly participate in generating, interpreting, and even predicting research outcomes, questions arise about the moral responsibility and integrity of such research processes. Critically evaluate the ethical challenges posed by the use of AI in academic research. (Marks 25)

Q4.). Focus Group Discussions (FGDs) are widely used in qualitative research to explore group perceptions, social dynamics, and collective meanings. However, despite their popularity, FGDs are often criticized for group-thinking, moderator bias, and limited generalizability, raising questions about their methodological rigor and ethical soundness. Critically analyse. Also, Explain the different types of FGD and the merits and demerits associated with them. (Marks 25)

Q5.). Scaling is central to quantitative research as it transforms abstract psychological and social constructs into measurable variables. However, despite its utility, the process of scaling often raises concerns about measurement validity, respondent bias, and cross-cultural comparability. Critically analyse. Also, Explain the different types of scaling techniques which can be used by researcher during the course of research. (Marks 25)

Q6.). A sound research design forms the backbone of any research or inquiry. However, researchers often face a dilemma between maintaining methodological rigor and adapting to real-world complexities, especially in interdisciplinary or applied research contexts. Critically analyse the significance of research design and how a good research design helps in ensuring the validity, reliability, and generalizability of research findings. (Marks 25)