

# END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] DECEMBER-2024

Paper Code: BA(JMC)-303

Subject: Media Research

Time: 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Attempt **any Five** of the following questions: (5x5=25)

- Briefly describe the importance of readership surveys in media research.
- Define content analysis and briefly explain how it is used in media research.
- What is coding in the context of data processing, and why is it important?
- Explain the difference between basic and applied research with examples.
- What are the key components of a research proposal?
- What is research design, and why is it important in research?
- What is a public opinion survey, and how is it used in media research?
- Define research and mention two key objectives of conducting research in media studies.

Q2. Discuss the importance of sampling in research. Compare probability and non probability sampling methods, providing examples of each. (12.5)

OR

Q3. Examine the process of formulating research questions or hypotheses in media research. Why are they essential for structuring a research study? (12.5)

Q4. Compare and contrast qualitative and quantitative research approaches. What are the strengths and limitations of each approach in media research? (12.5)

OR

Q5. Explain the meaning and scope of media research. How has media research evolved with the advent of new digital platforms? (12.5)

Q6. Discuss the role of effective data presentation in research reports. How it enhance the clarity of research findings? (12.5)

OR

Q7. Discuss the measures of central tendency—mean, median, and mode. How are these statistical measures used to interpret research data? (12.5)

Q8. Examine the role of media research agencies like BARC, ABC, MAP, and RAM. How do their surveys and reports influence the media industry? (12.5)

OR

Q9. Analyse the importance of election-related surveys, focusing on opinion polls and exit polls. How do they influence public perception and media coverage? (12.5)

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