

(Please write your Exam Roll No.)

Exam Roll No. ....

04914202 421

# END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] JANUARY 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 Write short notes on **any three:** (3x5=15)

- i) Qualitative vs Quantitative research
- ii) Readership Survey
- iii) Hypotheses vs Research question
- iv) APA Style

Q2 What is research? Describe its meaning, definition & types. (15)

**OR**

Describe the meaning, need and scope of media research.

Q3 Write a difference between opinion poll and Exit Poll used for election related survey. (15)

**OR**

Describe the roles and responsibilities of media research agencies.

Q4 What do you mean by research design? Describe its meaning and types. (15)

**OR**

Elaborate various tools for data collection.

Q5 What is data processing? Discuss in detail. (15)

**OR**

Describe the steps of report writing and presentation with help of appropriate example.

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