

(Please write your Exam Roll No.)

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END TERM EXAMINATION

FIFTH SEMESTER [BAJMC] FEBRUARY 2023

Paper Code: BA (JMC) 303

Subject: Media Research

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one questions for each unit.

Q1. Write short notes on **any three** of the following: (3x5=15)

- (a) Media Research
- (b) Hypothesis
- (c) Schedule
- (d) Coding
- (e) Research Proposal

UNIT-I

Q2. Define media research? What is the importance and scope of media research. (15)

OR

Discuss Qualitative and Quantitative approaches in research. Give examples.

UNIT-II

Q3. Elaborate on the TRPs and Readership surveys. What is BARC. (15)

OR

Differentiate between Opinion Polls and Exit Polls. What is their importance and implications in Indian context.

UNIT-III

Q4. What is sampling? Explain probability and non-probability sampling techniques. Give examples. (15)

OR

What is a research design? Explain different types of research design in detail.

UNIT-IV

Q5. Explain survey method. What different tools can be used in survey method to collect primary data. (15)

OR

Explain content analysis method. Put light on the merit and demerits of this methods

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