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Course Code: BAJMC 303

Course Name: Media Research

Practice Questions

1. What are the key concepts of media research? (Bloom's Taxonomy Level 4)
2. How do emerging media strategies benefit from various media research methodologies? (Bloom's Taxonomy Level 3)
3. How can you elaborate on research design and its significance in media research? (Bloom's Taxonomy Level 6)
4. What are the different data collection tools commonly used in media research? (Bloom's Taxonomy Level 6)
5. Discuss the steps involved in data analysis for media research projects. (Bloom's Taxonomy Level 6)
6. How do you appraise and evaluate the effectiveness of emerging media strategies using media research methods? (Bloom's Taxonomy Level 3)
7. Describe the importance of data collection and its impact on the accuracy of media research findings. (Bloom's Taxonomy Level 6)
8. How does media research contribute to informed decision-making in the media industry? (Bloom's Taxonomy Level 4)
9. Develop a detailed data processing plan for a market research study focusing on consumer preferences for a new product. Include the steps of data editing, coding, classification, and tabulation, along with a rationale for each step's importance in the research process.
10. Design a research scenario where you collected data on the monthly income of employees in a company. Calculate the mean, median, and mode of the data and discuss how each measure of central tendency provides unique insights into the employees' income distribution.
11. Imagine you conducted a survey to gather data on customer satisfaction for a restaurant chain. Create a step-by-step data analysis and interpretation plan, explaining how you would identify patterns, trends, and correlations to draw meaningful conclusions about customer preferences.
12. Create a professional research report for a study that explored the relationship between social

media usage and self-esteem among teenagers. Include an abstract, proposal, and synopsis, outlining the research objectives, methods, key findings, and implications in a concise yet informative manner

13. What are the essential components of a well-written research proposal, abstract, or synopsis? How can researchers effectively convey the significance, objectives, and methodology of their study within these concise documents?
14. What are the key differences between a research proposal, abstract, and synopsis in terms of their purpose, content, and length? How can researchers tailor each document to meet the specific requirements of different academic and funding institutions?
15. Imagine designing a print, audio, video, or online ad program for a new product or service. Before launching the campaign, outline a pre-test plan to assess its potential effectiveness. What steps would you take to collect feedback, identify potential improvements, and ensure the ad program aligns with the brand's objectives?
16. What are the key factors to consider when selecting a research topic for a study? How can researchers ensure that their chosen topic is both relevant and feasible for investigation?
17. What are the potential challenges researchers might encounter during the process of selecting a research topic? How can these challenges be overcome to ensure the research study is focused and well-defined?