PRESIDENCY UNIVERSITY
BENGALURU
School of Media Studies
Mid-Term Examinations - Nov 2024

Semester: 5th Semester

Course Code: BAJ3002

Course Name: Media Research and Data Analysis

Program: BAJMC

Date: 06-11-2024

Time: 9:30am - 11:30am

Max Marks: 50

Weightage: 25%

Instructions:
    (i) Read all questions carefully and answer accordingly.
    (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.　　　　　**2Qx5M=10M**

1	Define research.	2 Marks	L1	CO1
2	What is your understanding of the term "research"?	2 Marks	L1	CO1
3	What does SLR stand for in the context of research?	2 Marks	L1	CO1
4	Identify the four main types of literature.	2 Marks	L1	CO1
5	Mention any two websites useful for literature search.	2 Marks	L1	CO1

Part B

Answer ALL Questions. Each question carries 10 marks.　　　　　**4QX10M=40M**

6	6a.	Differentiate between a literature search and a structured literature review.	3 Marks	L2	CO2
	6b.	What are the four basic terms used in Boolean logic for research searches?	3 Marks	L2	CO2
	6c.	Outline the steps involved in the PRISMA framework.	4 Marks	L2	CO2

OR

7	7a.	What is the difference between a reference and a citation?	3 Marks	L3	CO3
	7b.	Compare the Western and Indian concepts of research.	3 Marks	L3	CO3
	7c.	List different referencing styles used in research.	4 Marks	L3	CO3

8	**8a.**	Describe the types of literature searches used in research.	3 Marks	L2	CO2
	8b.	What are the different types of data sources for a review of literature (ROL)?	3 Marks	L2	CO2
	8c.	Explain the difference between inductive and deductive research approaches.	4 Marks	L2	CO2

OR

9	**9a.**	Enumerate the types of research methodologies.	3 Marks	L3	CO3
	9b.	Identify three types of data visualizations used in research.	3 Marks	L3	CO3
	9c.	What is the primary purpose of conducting research?	4 Marks	L3	CO3

10	**10a.**	Define research design and its importance.	3 Marks	L2	CO2
	10b.	Explain the two main approaches to sampling in research.	3 Marks	L2	CO2
	10c.	Describe two types of data collection methods.	4 Marks	L2	CO2

OR

11	**11a.**	What is a bell curve? Explain left-skewed and right-skewed distributions.	3 Marks	L3	CO3
	11b.	Discuss five types of non-probability sampling methods.	3 Marks	L3	CO3
	11c.	What is the difference between simple random sampling and stratified random sampling?	4 Marks	L3	CO3

12	**12a.**	Define dependent, independent, constant, and control variables in research.	3 Marks	L2	CO2
	12b.	Provide examples of quantitative and qualitative research design approaches.	3 Marks	L2	CO2
	12c.	What is a hypothesis in research?	4 Marks	L2	CO2

OR

13	**13a.**	How are null hypotheses and alternative hypotheses denoted?	3 Marks	L2	CO3
	13b.	Explain the meaning of "sodh" in research.	3 Marks	L2	CO3
	13c.	What is the name of the Indian repository website for research?	4 Marks	L2	CO3