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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- | --- |
| **School:** School of Media Studies | **Program:** BAJMC | |
| **Course Code :** BAJ3002 | **Course Name :** Media Research and Data Analysis | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | 12 | 8 | 40 | 40 | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | Define media research and explain its significance. | 2 Marks | L1 | CO1 |
| **2** | What is the difference between qualitative and quantitative research? | 2 Marks | L1 | CO1 |
| **3** | State the importance of literature review in media research. | 2 Marks | L2 | CO2 |
| **4** | Differentiate between independent and dependent variables with examples. | 2 Marks | L1 | CO1 |
| **5** | What is the purpose of sampling in media research? | 2 Marks | L2 | CO2 |
| **6** | Describe two ethical considerations in media research. | 2 Marks | L1 | CO1 |
| **7** | What is the role of SPSS in quantitative data analysis? | 2 Marks | L1 | CO1 |
| **8** | State two advantages of using thematic analysis in qualitative research. | 2 Marks | L2 | CO2 |
| **9** | What are the key components of a structured research report? | 2 Marks | L1 | CO1 |
| **10** | How can data visualization improve the presentation of research findings? | 2 Marks | L2 | CO2 |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | |
| 11. |  | Discuss the role of media research in addressing contemporary social and environmental issues. | 20 Marks | L4 | CO3 |
| **Or** | | | | | |
| 12. |  | Critically analyze the differences between experimental and descriptive research designs, providing suitable examples from media research. | 20 Marks | L4 | CO3 |
|  |  |  |  |  |  |
| 13. |  | Explain the concept of sampling techniques in research. Compare probability and non-probability sampling methods with examples. | 20 Marks | L3 | CO4 |
| **Or** | | | | | |
| 14. |  | Discuss the importance of ethics in media research. Provide examples of ethical dilemmas faced by media researchers and how they can be resolved. | 20 Marks | L3 | CO4 |

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| 15. |  | Write a detailed note on the application of NVivo for qualitative data analysis. How does it help in identifying patterns and themes? | 20 Marks | L4 | CO3 |
| **Or** | | | | | |
| 16. |  | Evaluate the role of statistical software in media research. Compare their applications and benefits. | 20 Marks | L4 | CO3 |

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| 17. |  | Create a research design to assess the portrayal of environmental issues in digital media. Include methodology, tools, and ethical considerations. | 20 Marks | L3 | CO4 |
| **Or** | | | | | |
| 18. |  | Discuss the steps involved in writing a research paper based on media research findings. Highlight the importance of citations and references in academic writing. | 20 Marks | L3 | CO4 |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***