Roll No											

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 19/12/2025 **Time:** 01.00 PM - 04.00 PM

Course Code: BAJ3002	**Course Name:** Media Research and Data Analysis	
Semester: V SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	30	30	35	35

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 Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Define a research problem in media studies.	5.0	CO1	BT1
2	State the characteristics of a good hypothesis.	5.0	CO1	BT1
3	Identify the qualitative methods to study audience behaviour.	5.0	CO2	BT3
4	Discuss the steps involved in choosing suitable sampling tools for data collection in a research project.	5.0	CO2	BT2
5	Distinguish mean, median and mode.	5.0	CO3	BT4
6	Critically examine the major limitations commonly found in research reports.	5.0	CO4	BT5

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Summarize the scope of media research in the contemporary media environment.	10.0	CO1	BT2
8	Explain the role of objectives in research studies.	10.0	CO1	BT2
9	Identify appropriate uses of focus groups and interviews in a research study.	10.0	CO2	BT3
10	Analyze the ethical challenges encountered during data collection in research studies and discuss how to address them.	10.0	CO2	BT4

11	Compare descriptive data and qualitative themes.	**10.0**	**CO3**	**BT4**
12	Evaluate the importance of the interpretation and discussion section in research writing.	**10.0**	**CO4**	**BT5**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Analyze how coding, classification and statistical summaries support accurate interpretation in media studies. Support your answer with relevant examples.	**20.0**	**CO3**	**BT4**
14	Evaluate the process of organizing a complete research report.	**20.0**	**CO4**	**BT5**