Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

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

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: BAJ3002 **Course Name:** Media Research and Data Analysis

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	35	50

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain a research problem and why it matters in media research.	5	CO1	BT2
2	Explain quantitative and qualitative research with suitable examples.	5	CO1	BT2
3	Define a hypothesis and any four characteristics of a good hypothesis.	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Describe exploratory, descriptive, and experimental research designs.	10	CO2	BT2
5	Discuss the ethical principles to be followed in media research	10	CO2	BT2
6	Explain the different data-collection techniques used in media research, including primary and secondary data collection, with suitable examples.	10	CO2	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	A student wants to study how newspaper advertisements portray women. Detail a suitable research problem, four research objectives, and a suitable data-collection method.	20	CO1	BT3
8	Differentiate between probability and non-probability sampling techniques used in media research and the major types of sampling techniques under each category with suitable examples	20	CO2	BT2