

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : BAJ3002

Course Name : Sem V - BAJ3002 - Media Research and Data Analysis

Program : BAJ

Date : 31-OCT-2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Establish a distinction between "primary data" and "secondary data."
(CO1) [Knowledge]
2. Describe 'Applied Research' in the media sector in brief.
(CO1) [Knowledge]
3. Describe the significance of ethics in media studies in a few sentences.
(CO1) [Knowledge]
4. What is Research in Indian Perspective
(CO2) [Knowledge]
5. Describe "content analysis" in terms of media research.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Describe the procedures for doing a literature review for a study on media.
(CO1) [Comprehension]
7. What is the difference between applied research and pure research
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. Discuss about your research and why do you think this research will contribute to the betterment of the society

(CO1) [Application]