MNM–015

P. G. DIPLOMA IN DIGITAL MEDIA (PGDIDM)
Term-End Examination
December, 2023

MNM–015 : MEDIA RESEARCH METHODS

Time : 2 Hours   *Maximum Marks : 50*

Note : *There are three Parts in this question paper. Distribution of marks is indicated in the respective Parts.*

Part—A

Note *: Write short notes on any **five** of the following in about **100** words each.*   5×2=10

1. Exploratory research
2. Dependent variable
3. Sampling error
4. Interview schedule
5. Experimental group
6. Discrete variable
7. Continuous variable
8. Mode

Part—B

Note : *Attempt any* **four** *of the following questions in about* **250** *words each.* 5×4=20

9. What is non-probability sampling ? Describe any *two* non-probability sampling methods with examples.

10. Why is review of literature important in research ? Explain.

11. What is secondary data ? Discuss its different sources.

12. What do you mean by semiotic analysis ? Explain its application in communication research.

13. Explain any **two** measures of variability with examples.

Part—C

Note : *Attempt any* **two** *of the following questions in about* **500** *words each.* 2×10=20

14. What is applied research ? How is it different from pure research ? Explain with the suitable examples from the area of communication research.

15. Prepare a questionnaire for quantitative survey to know the satisfaction level of SWAYAM MOOC students. Include around 15 questions in your survey.

16. Discuss the different types of observation as a data collection tool in detail. Give suitable examples.