

No. of Printed Pages : 2

MNM-015

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

June, 2023

MNM-015 : MEDIA RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

Note : (i) *There are **three** parts in this question paper.*

(ii) *Distribution of marks is indicated in the respective parts.*

Part–A

Note : *Give short answers to any **five** questions (100 words each).* **5×2=10**

1. Open Ended Questions
2. Sample vs. Population
3. Treatment Group
4. Unit of Analysis
5. Intercoder Reliability
6. APA Style Guide
7. Meta-Analysis
8. Semiotics

P. T. O.

[2]

Part–B

*Note : Answer any **four** questions (250 words each). 4×5=20*

9. Explain the classification of research from the design and approach perspectives.
10. Illustrate the importance of review of literature in academic research.
11. Discuss the main characteristics of content analysis.
12. Explain the various non-probability sampling methods. Cite relevant examples.
13. Explain the three basic rubrics of any theoretical framework—concepts, constructs and variables. Give suitable examples.

Part–C

*Note : Answer any **two** questions (500 words each). 2×10=20*

14. Explain some of the popular experimental designs and discuss their suitability for digital media. Give relevant examples.
15. Design a questionnaire to measure digital inequality among the students of the open learning system.
16. Memes are predominantly used on social media platforms. How will you study the origins, usage and implications of these visuals as a sign through a semiotic study ?

MNM–015