POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDM)

Term-End Examination

June, 2022

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

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

1. Ethnography

2. Focus Groups

3. Induction Method

4. Participant Observation

5. Qualitative Data

6. Snowball Sampling

7. Triangulation

8. Pilot Study

PART B

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

9. Enumerate the characteristics of scientific research.

10. Describe four levels of measurements. Cite relevant examples.

11. Enumerate the various sources for secondary data collection methods.

12. Describe the merits and demerits of interview schedules and questionnaire-based survey data collections.

13. Explain the various probability sampling methods. Cite relevant examples.

PART C

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

14. Give a detailed account of classification of hypothesis. Give relevant examples.

15. Explain different sets of data collection methods available on the Internet and discuss the required tools and techniques for the same.

16. Describe the three fundamental components required for formulating a research problem. Enumerate the differences between social problems and research problems. Cite suitable examples.

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