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MNM-015

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

**Term-End Examination
June, 2024**

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. Independent variable
2. Hypothesis
3. Pre-testing of questionnaire

P. T. O.

4. Narrative Analysis
5. Nominal variable
6. Participant Observation
7. Standard Deviation
8. Signifier and Signified

Part–B

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

9. Explain the importance of review of literature in communication research.
10. Suppose you are studying the usage of agricultural related YouTube content among Indian farmers. What type of sampling method would you use and why ? Explain.
11. Differentiate between primary and secondary data with examples.
12. Explain the differences between control and experimental groups with suitable examples.
13. What is FGD ? Describe the process of conducting FGDs.

[3]

Part–C

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

14. Design a questionnaire for a quantitative survey to know the internet related habits senior citizens. Include around 20 questions.
15. Describe the process of quantitative content analysis with example.
16. What do you mean by central tendency ? Discuss the various measures of central tendency with examples.