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MNM-015

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

Term-End Examination

December, 2024

MNM-015 : MEDIA RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

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

(ii) *Marks are indicated in each Part.*

(iii) *Attempt all three Parts.*

Part—A

Note : *Write short notes on any **five** of the following in about **100** words each.*

5×2=10

1. FGD
2. Variable
3. Sampling error
4. INFLIBNET

5. Hypotheses
6. Standard Deviation
7. Nominal scale

Part—B

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

8. Explain the importance of 'Field Notes' in research.
9. Explain why establishing operational definition is necessary to conduct a research study.
10. Explain the difference between primary and secondary data. Also list their sources.
11. Discuss any *two* experimental designs of your choice.
12. Explain the steps of content analysis.
13. Explain the concepts to keep in mind while selecting a research problem.

Part—C

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

14. Design a questionnaire to measure social media uses and effects among college students.
15. Explain participant and non-participant observation methods. Also discuss the ethical issues involved in the observation method.
16. What are the objectives of review of literature ?
How is the material collected during review of literature organised ?

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