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MNM–033

**M. A. (JOURNALISM AND DIGITAL
MEDIA) (MAJDM)**

Term-End Examination

December, 2024

MNM–033 : DATA SCIENCE AND BIG DATA

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt the questions from all Section as directed.*

Section—A

Note : Answer any *five* questions. 5×2=10

1. What is structured data ? Cite *one* example.
2. Differentiate between descriptive and exploratory data analysis.
3. What is meant by data stream ? Give an example.
4. List any *two* applications of data science in the journalism field.
5. What is the role of machine learning in data science ?

6. Explain the concept of data dredging.
7. What is the difference between qualitative and quantitative data ?

Section—B

Note : Answer any *four* questions. 4×5=20

8. Explain how R programming is used in data science to analyse large datasets, especially in statistical analysis and visualisation.
9. Discuss how unstructured data is processed and why it is challenging.
10. What are the main steps in the data science lifecycle ?
11. How can data science be applied in journalism or media studies ?
12. Describe how inferential analysis helps in data-driven decision-making.
13. What is the difference between correlation and causation in data analysis ?

Section—C

Note : Answer any *two* questions. 2×10=20

14. Discuss the significance of big data in social media and how it is used to analyse user behaviour. Cite relevant examples.

15. Examine the social and economic impact of big data on the journalism industry. Give relevant examples from the media industry.
16. Evaluate the future potential of data science in transforming news reporting and audience engagement. Cite suitable examples.

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