

No. of Printed Pages : 3

MNM-033

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

(MAJDM)

Term-End Examination

December, 2025

MNM-033 : DATA SCIENCE AND BIG DATA

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all Sections as directed.

Section—A

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

1. Explain the concept of similarity analysis in data science.
2. What is descriptive analysis in data science ?
3. How does data science contribute to the improvement of social media platforms ?
4. What is meant by data cleaning ?

5. What is the purpose of data visualisation in data analysis ?
6. How does data science support journalism in analysing audience trends ?
7. Define data dredging and its potential impact on research.

Section—B

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

8. Compare and contrast structured and unstructured data with examples.
9. How can data science be used to analyse consumer behaviour in digital media ?
10. Describe the concept of the Chi-square test in R. How is it applied to determine the correlation between two categorical variables ?
11. Discuss the challenges associated with the ethical use of big data in journalism.
12. How can data science improve the efficiency of media logistics ?

[3]

13. What are the critical components of good data visualisation for a news report ?

Section—C

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

14. Examine the impact of big data on digital marketing strategies in journalism. How is data science used to personalise content and target specific audiences ?

15. Analyse the role of data visualisation in journalism. How can complex data be communicated effectively to the public through visual tools ?

16. Discuss how big data can influence editorial decisions and the content creation process in journalism. What role does data play in shaping the types of stories that are published ?

× × × × ×