**MNM–015**

# POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDM)

## Term-End Examination

## June, 2025

**MNM-015 : MEDIA RESERACH 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

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

   (a)  Ordinal scale

   (b)  Variance

   (c)  Construct

(d) Epoche

(e) Signifier and signified

(f) Google scholar

(g) Pilot study

## Part—B

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

(a) Explain the concept of 'Unit of Analysis' with examples.

(b) Discuss the characteristics of scientific research.

(c) Explain the various probability sampling methods. Cite relevant examples.

(d) Discuss the process of doing content analysis.

(e) Discuss the different types of observation methods.

(f) What elements of communication are studied in communication research ? Explain in detail.

## Part—C

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

(a) Design a questionnaire on the role of media in shaping public opinion on a social issue.

(b) Explain the skills required to be a good interviewer. Also discuss the ethical issues involved in the interview method.

(c) Discuss the format of writing a report. Explain the beginning, main body and the final section of a report.

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