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

Term-End Examination

June, 2025

MNM-033 : DATA SCIENCE AND BIG DATA

Time : 2 Hours   *Maximum Marks : 50*

Note : *Attempt question from all the Sections as directed.*

Section A

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

1. How is semi-structured data different from structured data ?

2. Define predictive analysis and give *one* example.

3. What does the term data cleaning refer to in data science ?

4. Explain the usage of data science in healthcare.

5. Define inferential analysis.

6. What are the characteristics of unstructured data ?

7. How does data science aid in improving public health policies ?

Section B

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

8. Discuss the importance of sampling in data science.

9. How is a pie chart used in descriptive data analysis ? Give relevant media examples.

10. What are the challenges of processing big data in real time ?

11. Explain how data science is applied in marketing and targetted advertising.

12. Discuss the process of creating a matrix in R with example.

13. What role does data visualisation play in making complex data understandable ?

Section C

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

14. Discuss how data science can be used to identify fake news or misinformation in digital media. How can data science tools be applied to enhance audience engagement in journalism ?

15. Discuss the role of data science in transforming the news industry. How is data-driven journalism reshaping traditional reporting methods ? Cite examples.

16. How can predictive analytics help media organizations understand audience behavior and preferences ? Provide examples of its application in digital media.

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