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BNM-039

**B. A. IN JOURNALISM AND
DIGITAL MEDIA (BAJDM/BAFJDM)**

Term-End Examination

June, 2026

**BNM-039 : DIGITAL JOURNALISM AND
RESEARCH TOOLS**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What do you understand by research ?
Discuss its key characteristics and briefly
explain the research process. 20
2. What are key sources of data collection for
journalists ? Discuss their classifications
using examples. 20

3. What are different types of online interviews ?
Discuss which applications would be best suited for each type. 20
4. What steps should a journalist follow when working with data ? Explain using an example. 20
5. What challenges do digital journalism face today ? Discuss in detail using examples. 20
6. What do you understand by open data source collection ? Discuss some methods journalists use to collect this form of data. 20
7. What is the difference between qualitative and quantitative research ? Explain *two* important techniques of each. 20
8. Write short notes on any *two* of the following :
2×10 = 20
 - (a) Applied research
 - (b) RSS feeds
 - (c) Asynchronous interviews
 - (d) Python
 - (e) Query

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