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# END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] JANUARY 2024

Paper Code: BA(JMC)-303

Subject: Media Research

Maximum Marks: 75

Time: 3 HOURS

Note: Attempt all questions as directed. Internal Choice is indicated.

(3x5=15)

- Q1 Write short notes on **any three**:
- i) Qualitative vs Quantitative research
  - ii) Readership Survey
  - iii) Hypotheses vs Research question
  - iv) APA Style

- Q2 What is research? Describe its meaning, definition & types. (15)
- OR**
- Describe the meaning, need and scope of media research.

- Q3 Write a difference between opinion poll and Exit Poll used for election related survey. (15)
- OR**
- Describe the roles and responsibilities of media research agencies.

- Q4 What do you mean by research design? Describe its meaning and types. (15)
- OR**
- Elaborate various tools for data collection.

- Q5 What is data processing? Discuss in detail. (15)
- OR**
- Describe the steps of report writing and presentation with help of appropriate example.

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