



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Course Code: BAJMC 303

Course Name: Media Research

Class Test

1. Discuss the importance of a Literature Review in research, outlining its key functions and how it contributes to shaping the context for a study. Provide examples to illustrate your points.
2. Explain the significance of establishing clear research objectives and hypotheses before embarking on a study. How do these elements guide the research process and ensure its integrity?
3. Compare and contrast the roles of research objectives and hypotheses in shaping the direction of a study. Provide examples to illustrate the differences between the two.
4. Critically evaluate the necessity of identifying gaps in existing literature during the formulation of research objectives. How do these gaps influence the development of hypotheses and the overall research process?
5. Reflect on the challenges researchers may encounter in defining clear research objectives and hypotheses. Discuss strategies to overcome these challenges and ensure the effectiveness of the research study.