

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIFTH SEMESTER [BA (JMC)] Internal Examination, December 2022

Paper Code: BA (JMC) 303	Subject: Media Research
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Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -		1.5 × 10 = 15
	(a)	Analyze the concept of Media Research and its significance in shaping Media Practices and Communication Strategies.	CO1
	(b)	Examine the objectives of Media Research, identifying the key goals and purposes it serves in the field of communication and media studies.	CO2
	(c)	Explain the types of Media Research.	CO2
	(d)	Evaluate the implications of choosing between qualitative and quantitative research approaches in media and communication studies.	CO2
	(e)	Describe the scope of Media Research, elucidating the key areas and domains it encompasses within the field of communication and media studies.	CO2
	(f)	Define Universe in terms of Research.	CO1
	(g)	Assess the effectiveness and significance of Media Research in facilitating and accelerating social change, exploring its contributions to strategy development, impact assessment, and policy advocacy.	CO1
	(h)	Explain TeleWeb Survey	CO3
	(i)	Write Short Notes on any two BARC, ABC, MAP, RAM	CO2
	(j)	Describe the concept of IRS and its importance in Media Research?"	CO2
UNIT - I			
2.	(a)	Design a comprehensive research study that investigates the impact of Social Media on Consumer Behavior, incorporating research principles.	5 CO2

	(b)	Demonstrate the application of different research types by providing examples.	5	CO1
	(c)	Illustrate the practical application of various research types by offering specific real-world examples that showcase their effectiveness and suitability in different research scenarios.	5	CO3
3.	(a)	How can Media Research be used to assess the success of a Marketing Campaign carried out by a brand.	5	CO4
	(b)	Examine the differentiating characteristics of general surveys and public opinion surveys, and assess how the application of these methodologies can provide valuable insights to both media companies and policymakers in understanding public sentiment and making informed decisions.	5	CO2
	(c)	Conduct an analysis of Readership Surveys and IRS (Indian Readership Survey) methods, emphasizing the strengths and limitations of each approach in the realm of Media Research.	5	CO3
UNIT – II				
4.	(a)	Analyze the significance and relevance of TRPs (Television Rating Points) and TeleWeb Surveys, exploring their key roles and impact in the context of media and entertainment industry measurement and audience engagement.	5	CO5
	(b)	Assess the importance of election-related surveys, including opinion polls and exit polls, in molding public sentiment and impacting the results of elections.	5	CO4
	(c)	Examine the functions and research techniques utilized by media research agencies such as BARC, ABC, MAP, and RAM in the collection and analysis of data to offer valuable insights to media entities.	5	CO2
5.	(a)	Compose an abstract for your chosen Media Research project, summarizing the key objectives, methodology, findings, and implications of your research, while ensuring it effectively communicates the essence of your work.	5	CO4
	(b)	Critically evaluate the significance of a Literature Review, emphasizing its role in research, identifying gaps, and shaping the context for the study.	5	CO2
	(c)	Analyze the criticality of establishing clear research objectives and hypotheses, emphasizing their roles in guiding the research process, facilitating focused investigations, and ensuring the rigor of a study.	5	CO3