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Course Code: BAJMC 303

Course Name: Media Research

Assignment 1

(Based on Unit-I and 2)

1. How would you apply the concepts of research to design a study that aims to investigate the impact of social media on consumer behavior? (BTL 3/ CO 2)
2. Demonstrate the application of different research types by providing examples of exploratory, descriptive, and experimental research studies? (BTL 5/ CO 4)
3. In what ways can you apply qualitative and quantitative approaches to research in order to better understand the influence of advertising on consumer preferences? (BTL 2/ CO 3)
4. How might you apply media research to analyze the effectiveness of a recent marketing campaign conducted by a well-known brand? (BTL 6/ CO 4)
5. Analyze the differences between survey and public opinion surveys, and how they can provide valuable insights for media companies and policymakers. (BT 3/ CO 2)
6. Compare and contrast readership surveys and IRS (Indian Readership Survey) methods, identifying the strengths and limitations of each approach in media research. (BTL 6/CO3)
7. Evaluate the significance of election-related surveys, such as opinion polls and exit polls, in shaping public opinion and influencing election outcomes. (BTL 6/ CO 4)
8. Assess the roles and methodologies employed by media research agencies like BARC, ABC, MAP, and RAM in gathering and interpreting data to provide meaningful insights to media organizations. (BTL 3/ CO 2)