Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIFTH SEMESTER [BAJMC] 2023
MODEL QUESTION PAPER

Paper Code: BAJMC–303	Subject: Media Research
Time: 2 Hours	Maximum Marks: 75

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: -		2.5 × 10 = 25	
	(a)	Create a simple research plan outlining the steps involved in a basic media research project.			CO2
	(b)	Evaluate the significance of media research in shaping the content and programming choices of a media organization.			CO1
	(c)	Combine elements from different types of surveys to create a basic survey instrument for measuring public opinion on a current social issue.			CO3
	(d)	Evaluate the reliability of TRPs (Television Rating Points) as a measure of television audience viewership.			CO3
	(e)	Develop a simple research design for investigating the preferences of a target audience using both qualitative and quantitative approaches.			CO2
	(f)	Evaluate the importance of a well-defined research question in guiding the entire research process.			CO3
	(g)	Evaluate the effectiveness of using measures of central tendency (mean, median, mode) in summarizing data in a research report.			CO4
	(h)	Describe the process of conducting a media research project, starting from the formulation of a research question to reporting findings.			CO3
	(i)	Evaluate the impact of different media research agencies.			CO1
	(j)	Explain the difference between qualitative and quantitative approaches in research.			CO3
UNIT - I					
2.	(a)	Develop a comprehensive research plan that combines both qualitative and quantitative approaches. Justify your choice of methods and explain how they complement each other.	6		CO2
	(b)	Evaluate the significance of media research in the contemporary landscape. Discuss how media research contributes to informed decision-making in various industries.	6.5		CO1
3.	(a)	Design a hypothetical research project that utilizes media research methods to	6		CO2

9.		assess the impact of new communication technologies on public opinion. Outline the key steps in your research design.	6. 5	
	(b)	Critically assess the scope and limitations of using media research to understand audience behavior. Discuss potential challenges and propose strategies to address them.	6. 5	CO1
UNIT - II				
4.	(a)	Create a comprehensive survey instrument that combines both traditional methods (such as TRPs) and modern approaches (such as TeleWeb Surveys) to gather audience data. Justify the inclusion of each method.	6	CO3
	(b)	Evaluate the reliability of public opinion surveys in predicting election outcomes. Discuss the factors that can impact the accuracy of such surveys.	6. 5	CO3
5.	(a)	Develop a comparative analysis of media research agencies (BARC, ABC, MAP, RAM) in terms of their methodologies and impact on the media industry.	6	CO2
	(b)	Critically assess the ethical considerations involved in conducting readership surveys. Discuss potential issues related to privacy and data confidentiality.	6. 5	CO3
UNIT - III				
6.	(a)	Create a detailed research design for a hypothetical study investigating the impact of social media on public opinion. Specify the type of research, sampling method, and data collection tools you would use.	6	CO3
	(b)	Evaluate the advantages and disadvantages of probability and non-probability sampling methods. Discuss situations where each type of sampling is most appropriate.	6. 5	CO3
7.	(a)	Develop a research design for a study investigating the impact of social media on public opinion among a specific demographic group. Justify your choice of research methods and discuss potential challenges in the research design	6	CO4
	(b)	Critically evaluate the importance of formulating clear research hypotheses or questions in the research design process. Discuss how well-defined hypotheses contribute to the overall success of a research study.	6. 5	CO4
UNIT - IV				
8.	(a)	Develop a data analysis plan for a research project. Explain how these processes contribute to the overall analysis.	6	CO2
	(b)	Critically evaluate the effectiveness of different measures of central tendency (mean, median, mode) in conveying the central values of a dataset. Discuss scenarios where each measure is most informative.	6. 5	CO3
9.	(a)	Design a data collection tool, such as a questionnaire or interview guide, for a research project exploring the influence of media on consumer behavior. Explain how the selected tools align with the research objectives.	6	CO3

	(b)	Evaluate the role of data visualization techniques in enhancing the clarity and impact of data analysis. Discuss how effective visual representation contributes to the interpretation and communication of research findings.	6.5	CO4