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MNM-015

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

December, 2025

MNM-015 : MEDIA RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

Note : (i) *There are three Sections in this question paper.*

(ii) *All Sections are compulsory.*

Section—A

Note : *Write short notes on any **five** on the following question in about **100** words each :*

5×2=10

1. Sampling bias
2. Propaganda Analysis
3. Applied Research
4. Confounding Variables

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5. Construct
6. FGD
7. JSTOR
8. Time series analysis

Section—B

Note : Attempt any *four* on the following questions in about **250** words each.

4×5=20

1. Explain different types of research based on the stages involved in doing an academic study.
2. Enumerate *three* primary constituents of a research problem. Give relevant examples.
3. Describe the entire procedures of doing Review of Literature.
4. Design a questionnaire that consists of open-ended and closed-ended questions as the theme “Digital Media Literacy”.
5. Enumerate *four* types of interviews from the research data collection context. Cite relevant examples.
6. Explain the levels of measurement. Give examples for each data type.

Section—C

Note : Attempt any **two** of the following questions in about **500** words each.

2×10=20

1. How do symbols, icons, index and codes play a role in semiotics ?
2. Design an experimental research and list its steps for the following research problem :
'Use of social media and levels of media literacy : a study of housewives of rural Haryana.'
3. Explain the research paradigms in the case study method.

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