

No. of Printed Pages : 3

MNM-015

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

Term-End Examination

June, 2025

MNM-015 : MEDIA RESERACH METHODS

Time : 2 Hours

Maximum Marks : 50

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

(ii) *Marks are indicated in each Part.*

(iii) *Attempt all three Parts.*

Part—A

1. Write short notes on any *five* of the following in about **100** words each : 5×2=10
- (a) Ordinal scale
 - (b) Variance
 - (c) Construct

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- (d) Epoche
- (e) Signifier and signified
- (f) Google scholar
- (g) Pilot study

Part—B

2. Answer any *four* questions in about **250** words each : 4×5=20

- (a) Explain the concept of 'Unit of Analysis' with examples.
- (b) Discuss the characteristics of scientific research.
- (c) Explain the various probability sampling methods. Cite relevant examples.
- (d) Discuss the process of doing content analysis.
- (e) Discuss the different types of observation methods.

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- (f) What elements of communication are studied in communication research ?
Explain in detail.

Part—C

3. Answer any *two* questions in about
500 words each : 2×10=20

- (a) Design a questionnaire on the role of media in shaping public opinion on a social issue.
- (b) Explain the skills required to be a good interviewer. Also discuss the ethical issues involved in the interview method.
- (c) Discuss the format of writing a report. Explain the beginning, main body and the final section of a report.

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