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MNM-033

**M. A. (JOURNALISM AND DIGITAL
MEDIA) (MAJDM)**

Term-End Examination

June, 2025

MNM-033 : DATA SCIENCE AND BIG DATA

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt question from all the Sections as directed.*

Section A

Note : *Answer any **five** questions.* 5×2=10

1. How is semi-structured data different from structured data ?
2. Define predictive analysis and give *one* example.

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3. What does the term data cleaning refer to in data science ?
4. Explain the usage of data science in healthcare.
5. Define inferential analysis.
6. What are the characteristics of unstructured data ?
7. How does data science aid in improving public health policies ?

Section B

Note : Answer any **four** questions. $4 \times 5 = 20$

8. Discuss the importance of sampling in data science.
9. How is a pie chart used in descriptive data analysis ? Give relevant media examples.
10. What are the challenges of processing big data in real time ?
11. Explain how data science is applied in marketing and targetted advertising.
12. Discuss the process of creating a matrix in R with example.

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13. What role does data visualisation play in making complex data understandable ?

Section C

Note : Answer any **two** questions. 2×10=20

14. Discuss how data science can be used to identify fake news or misinformation in digital media. How can data science tools be applied to enhance audience engagement in journalism ?
15. Discuss the role of data science in transforming the news industry. How is data-driven journalism reshaping traditional reporting methods ? Cite examples.
16. How can predictive analytics help media organizations understand audience behavior and preferences ? Provide examples of its application in digital media.

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