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MNM-015

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

Term-End Examination

June, 2026

MNM-015 : MEDIA RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

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

(ii) *All Sections are compulsory.*

Section—A

Answer any *five* (**100** words each) : $5 \times 2 = 10$

1. Pre-test
2. Diagnostic Research
3. Hypothesis
4. Close ended questions

5. Signs as a unit of analysis
6. Randomisation
7. Intrinsic and instrumental case study
8. Unit of analysis

Section—B

Answer any *four* (250 words each) : $4 \times 5 = 20$

1. Define research and describe its characteristics.
2. What are research questions and research objectives ? Explain its role in a research study.
3. What is theoretical framework ? Explain its role in data analysis in a study.
4. What are extraneous variables and why should they be controlled ? Give relevant examples.
5. Explain the types of case studies. Cite suitable examples.
6. Explain the terms denotation and connotation with respect to semiotics. Give suitable examples.

[3]

Section—C

Answer any *two* (**500** words each) : 2×10=20

1. Explain the process of Observation method with examples from media studies context.
2. Design a questionnaire of 12-15 questions to study the perception of newspaper readers in your area about their local politician.
3. Explain the types of content analysis with the help of an example. Develop a coding sheet for your example.

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