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MNM-033

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

(MAJDM)

Term-End Examination

June, 2026

MNM-033 : DATA SCIENCE AND BIG DATA

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt questions from all Sections as per instructions.*

Section—A

Note : *Answer any **five** questions. Each question carries equal marks.*

5×2=10

1. What is meant by data analysis ?
2. Differentiate between structured and unstructured data.
3. Briefly explain real-time data processing.

4. State how data visualization is useful in journalism.
5. Briefly discuss the importance of algorithms in data science.
6. What is meant by noisy data ?
7. Differentiate between primary and secondary data.

Section—B

Note : Answer any **four** questions. Each question carries 5 marks. $4 \times 5 = 20$

8. Enumerate the steps involved in data curation.
9. Discuss the applications of big data in media organizations.
10. Explain the need for bloom filter with an appropriate example.
11. Enlist some significant applications of data science.
12. What is a doughnut chart ? How is it different from a pie chart ?
13. Differentiate between categorical and quantitative data.

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Section—C

Note : Answer any **two** questions. Each question carries 10 marks. 2×10=20

14. What is data cleaning ? Discuss the main steps of data cleaning.
15. Evaluate the ethical considerations of using big data in journalism with suitable examples.
16. Critically examine how big data is being used to analyse user behaviour on social media.

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