



NAVVRACHANA UNIVERSITY

School: SLSE

Program/s: BAJMC

Year: III Semester: V

Examination: End Semester Examination

Examination year: November 2023

Course Code: DGM501 Course Name: Research Methodology in Media

Date: 25/11/2023

Total Marks: 40

Time: 10:00 to 12:00 (24 hour clock)

Total Pages: 02

Instructions:

- Write each answer on a new page.
- Attempt any four questions.

Q. No.	Details	Marks	CO*	BTL#
Q.1	What is research? Explain the purpose of research.	10	CO1	BTL1&2
Q.2	What is sample? Explain any two sampling techniques in detail.	10	CO1&CO2	BTL1&2
Q.3	You are conducting research titled "Study of media literacy of undergraduate students in Vadodara city" Develop a questionnaire with 20 questions. From these 20 only 4 questions are to be included for profile of the sample.	10	CO3	BTL3
Q.4	Write short notes on any two of the following (i) Case study (ii) Survey (iii) Historical research	10	CO1 CO2	BTL2
Q.5	Write short notes on any two of the following: (i) Hypothesis (ii) Variables (iii) Internal and external validity	10	CO2	BTL2
Q.6	Write short notes on any two of the following: (i) Data analysis techniques for qualitative data (ii) Normal Probability curve (iii) Use of measures of central tendencies and variance	10	CO3	BTL2

*****End of Question Paper*****