



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – 3D ANIMATION

THIRD SEMESTER – NOVEMBER 2022

PAN 3504 – MEDIA RESEARCH

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION - A

Answer ALL the Questions

Define the following

(10 x 2 = 20 Marks)

1. Exploratory research
2. Solicited research
3. Research Theories
4. Demographics
5. Case-Studies
6. Hypothesis
7. Questioner
8. Cluster Sampling
9. Focus Groups
10. Mixed Methods

SECTION - B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. What are Cross-sectional studies and Longitudinal studies?
12. Write a literature review on any current Media Issues.
13. Explain some of the problems faced in the research process, give examples.
14. State the process for Questionnaire creation and design a sample Questionnaire.
15. What different types of Hypothesis?
16. Breakdown exploratory research and showcase it's use.
17. Write a short research abstract for any Media based research.

SECTION - C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. What is Sampling? What are the different sampling methods?
19. What are Quantitative and Qualitative research? List the Pros and Cons.
20. Brief on forming Hypothesis, choosing research methodology to Sampling for on any OTT platform-based series.

\$\$\$\$\$\$

