

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2010

VC 4504 - MEDIA RESEARCH METHODS

Date & Time: 23/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions in about **50 words** each:

(10 x 2 = 20 marks)

1. Research
2. Rating scale
3. Public opinion
4. Null hypothesis
5. Research question
6. Variables
7. Focus group
8. Scientific research
9. Primary Data
10. TRP

PART – B

Answer **FIVE** questions in about **200 words** each:

(5 x 8 = 40 marks)

11. Explain quantitative research method.
12. Data analysis – explain.
13. Explain the qualities of a good researcher.
14. What are the elements of a research paper?
15. Trace the development of mass media research.
16. Explain content analysis with examples.
17. Explain Qualitative research method.

PART – C

Answer **TWO** questions in about **400 words** each:

(2 x 20 = 40 marks)

18. Define the different types of sampling with examples.
19. Propose a topic for your research and write the research procedure with reference to your topic.
20. Explain survey research and its process.
21. Discuss the legal and ethical issues related to research.

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