



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2014

VC 3814/3808 - COMMUNICATION RESEARCH METHODS

Date : 03/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART- A

Answer All The Following Questions In 50 Words Each:

10X2=20

1. Cume
2. Circulation research
3. Case study
4. Frequency distribution
5. Longitudinal study
6. Mean
7. Panel study
8. People meter
9. Research question
10. Standard deviation

PART- B

Answer ANY FIVE of the following in not exceeding 150 words each:

5x8=40

11. Brief hypothesis testing.
12. Enumerate various sampling methods.
13. Describe copy testing.
14. Differentiate Descriptive and Analytical surveys.
15. Elucidate Reliability.
16. Brief Concealment and Deception.
17. Enumerate the types of validity.
18. Describe the guidelines for developing a questionnaire.

PART –C

Answer ANY TWO of the following in not exceeding 250 words each:

2x20=40

19. Explain the qualitative research methods in communication.
20. Explain the basic statistical procedures.
21. Discuss the ethical aspects of research.
22. Explain the process of writing a research paper.
