



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2016

VC 3814 - COMMUNICATION RESEARCH METHODS

Date: 25-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the following.

10x2=20

1. External validity
2. Concept
3. purposive variable
4. Qualitative research
5. Descriptive survey
6. Nominal level
7. Research ethics
8. Pilot study
9. Population
10. Intensive interviews

PART B

Answer any FIVE of the following.

5x8=40

11. What are the elements to keep in mind while preparing questionnaire for survey?
12. How review of Literature helps to enhance your research. Explain.
13. Why do you think the research ethics is important in research? Discuss.
14. Explain in detail about case study.
15. Write different types of probability and non-probability with examples.
16. Differentiate between panel and cohort study with examples.
17. When and in what type of research problem longitudinal study could be applied.
18. Explain in detail about population and sample.

PART C

Answer any TWO of the following.

2x20=40

19. How anthropological study can be very effective for development of a society.
Discuss
20. Differentiate between the dependent and independent variables.
21. Discuss in detail the quantitative and qualitative research.
22. When do you conduct content analysis? What are the benefits of content analysis?
