



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2016

VC 4504 - MEDIA RESEARCH METHODS

Date: 20-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part-A

Answer all the following question

10 x 2 = 20

1. ANOVA
2. Clustering
3. Deviation
4. Sampling
5. External validity
6. Population
7. Parameter
8. Double barrel question
9. Median
10. Quantitative research

Section B

Answer Any FIVE questions

5x8=40

11. Explain the use of software in media research.
12. Explain the importance of correlation coefficient.
13. Write different types of probability and non-probability sampling with examples.
14. Explain the types of sampling methods in social science research.
15. Differentiate between panel and cohort study with examples.
16. Explain the importance of scale of measurement.
17. Enumerate the use of observatory study.
18. Explain the various stages involved in publishing a research article.

Section C

Answer Any TWO questions

2x20=40

19. Write an essay on various research methods.
20. How anthropological study can be very effective for development of a society.
21. Write a research proposal for a study on “cell phone use habits of youth in Chennai”.
