

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIFTH SEMESTER – APRIL 2016**

**VC 5517 – MEDIA RESEARCH METHODS**

Date: 30-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART - A**

**ANSWER ALL THE QUESTIONS:**

**(10 x 2 = 20 marks)**

1. Hypothesis
2. Content Analysis
3. Questionnaire
4. Sampling
5. Variables
6. Test of reliability
7. Reference Groups
8. Case Study
9. Qualitative Research
10. Basic Research

**PART – B**

**ANSWER ANY FIVE QUESTIONS IN ABOUT 200 WORDS EACH:**

**(5 x 8 = 40 marks)**

11. Discuss the research process.
12. Define scaling. Discuss different techniques of scaling.
13. Discuss survey research.
14. Discuss the types of hypothesis.
15. Discuss the structure of a research report.
16. Explain Non- Probability Sampling
17. How does research help in media functioning? Explain.
18. In brief explain the types of research design.

**PART – C**

**ANSWER ANY TWO QUESTIONS IN ABOUT 400 WORDS EACH:**

**(2 x 20 = 40 marks)**

19. Discuss in detail the importance and the steps involved in questionnaire design.
20. 'Content analysis is an important research approach.' Discuss
21. What are variables? Discuss the different variables in research with examples.
22. Discuss the significance and importance of media research.

**\$\$\$\$\$\$**