



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2017

VC 5517- MEDIA RESEARCH METHODS

Date: 26-04-2017
01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer all.

10 x 3 = 30

1. Barren hypothesis
2. Research methodology
3. Extraneous variable
4. Sampling error
5. Census
6. Content analysis
7. Coding
8. Validity
9. Pilot study
10. Reliability

Part B

Answer any five.

5x8=40

11. What are the sources of research problem?
12. Describe the difficulties in carrying out social research.
13. What is the need for hypothesis?
14. Discuss the different methods of data collection.
15. Briefly describe the steps in sampling process.
16. Explain the ethical aspects of Research.
17. How effective are opinion polls? Justify with an example.
18. Explain the different types of interviews.

Part C

Answer any Two.

2 x 15 = 30

19. Explain different methods of sampling.
20. Discuss observation as a method of data collection.
21. What are the different approaches to media research? Briefly explain.
22. Explain the role of research in the media industry.
