



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc.DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRDSEMESTER – APRIL 2018

VC 3814- COMMUNICATION RESEARCH METHODS

Date: 24-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer all the questions in about 50 words

10X2=20 marks

1. Variable
2. Research design
3. Snowball sampling
4. Hypothesis
5. Plagiarism
6. APA Format
7. Case study
8. Pilot study
9. Population
10. Reliability

PART-B

Answer any five of the following

5X8=40 marks

11. Explain Primary source and secondary data source.
12. What are the various scales of measurement that are used in research?
13. How to draft a questionnaire for research?
14. Enumerate the process in in-depth interview.
15. Distinguish between qualitative and quantitative data.
16. What are the various Kinds of charts and diagrams, which are used in data analysis?
17. Describe the purpose of research.

PART-C

Answer any two of the following

2X20=40 marks

18. What are the steps involved in a research process?
19. Illustrate random sampling techniques that are used in the media research.
20. Explain step by step process in conducting a survey research.
21. Describe the format of writing a research report in detail.

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