

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2018

VC 5517– MEDIA RESEARCH METHODS

Date: 30-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Give brief answers to **ALL** the following questions in 50 words each.

(10 X 2 = 20)

1. Reliability
2. Field study
3. Closed ended question
4. Social science research
5. Participatory approach
6. Focus group discussion
7. Research problem
8. Audimeter
9. Ethnography research
10. Citation

PART – B

Write short notes on **ANY FIVE** of the following questions in about 200 words each.

(5 X 8 = 40)

11. Write a short note on the following.
 - a. Qualitative research
 - b. Quantitative research
12. Distinguish between primary and secondary data.
13. Briefly explain the following with examples.
 - a. Exploratory research
 - b. Descriptive research
14. Examine the merits and limitations of survey method of data collection.
15. Write a short note on the following.
 - a. Case study analysis
 - b. Content analysis

16. Discuss the usage of computer software applications in the research data analysis process.
17. Explain research in electronic media.
18. Elaborate the concept of audience analysis used in main stream media industry.

PART - C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

19. Elaborate on the formulation of hypothesis.
20. Describe the different steps involved in a research process.
21. Describe print media research.
22. Explain the different types of sampling.
