



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2023

UVC 6501 – MEDIA RESEARCH METHODS

Date: 29-04-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Answer all questions in 50 words

(10x2= 20)

1. Research Design
2. Research Ethics
3. Focus Groups
4. Content Analysis
5. Research Questions
6. Mean & Median
7. Copy testing
8. Hypothesis
9. Population
10. Data

PART – B

(5x8=40)

Answer any Five Questions in 250 words

11. Explain the techniques involved in Advertising research
12. Explain framing questions and questionnaire in research
13. Explain Descriptive Statistics in Quantitative research
14. Discuss ethical issues in Media research
15. Explain the steps research process
16. Write down the advantages and disadvantages in Experimental research
17. Explain data Collection method used in research

PART -C

Answer any Two questions of the following in 750 words

(2x20=40)

18. Discuss briefly the statement of the research problem in detail and Explain the research design involved in it.
19. Explain the various research methods involved in Qualitative research methods In detail.
20. Explain Research Question, how research questions are framed in a research topic in qualitative study ? write with examples.
21. Explain the various topics involved in media research and specify a topic With the research perspective.

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