



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

**M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

THIRD SEMESTER – NOVEMBER 2011

**VC 3808 - COMMUNICATION RESEARCH METHODS**

Date : 31-10-2011  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer ALL the questions in not more than 50 words each:**

**10x2=20**

1. Open ended question
2. Multi-disciplinary research
3. Protocol
4. Survey method
5. Semiotics
6. Audimeter
7. Recall method
8. Quantitative approach
9. Focus group
10. Uses and gratification

**PART-B**

**Answer any FIVE of the following in not more than 200 words each:**

**5x8=40**

11. Explain research in the areas of electronic media.
12. Differentiate between pilot study and discourse analysis.
13. List out anti-social effects of internet.
14. Write on the importance of sampling design.
15. What is in-depth interview? When is it used? Why?
16. Elaborate on the assumptions in a communication research.
17. Emphasize the importance of writing an effective research report.

**PART-C**

**Answer any TWO of the following in not more than 500 words each.**

**2x20=40**

18. Discuss content analysis and its advantages in media research.
19. Analyze technically any moving image that you have seen recently.
20. Elaborate on the types of research in advertising.

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