



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2014

VC 5517 - MEDIA RESEARCH METHODS

Date : 01/11/2014
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)

01. Independent variable.
02. Empirical research.
03. Pilot study.
04. Recall method.
05. Ethnography.
06. Survey method.
07. Research ethics.
08. Chi- square test.
09. Participatory observation method.
10. Open-ended question.

PART - B

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

(5 X 8 = 40)

11. Distinguish between qualitative and quantitative research methods.
12. Explain content analysis and its limitations.
13. Elucidate the importance of copy testing of an advertisement.
14. Explain the types of data collection methods.
15. Elaborate on audience research and viewership ratings.
16. "Software application on research is boon for the researchers" Do you agree? Argue.
17. Compare and contrast primary data and secondary data.
18. Write a short note on the following:
 - a. Case study analysis
 - b. Longitudinal research.

PART - C

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

(2 X 20 = 40)

19. Explain in detail about research process and research design.
20. Discuss about review of literature and its importance for a better research outcome.
21. Elaborate on probability and non probability sampling and its types.
22. How to write a research report? - Explain.

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