



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2015

VC 5517 - MEDIA RESEARCH METHODS

Date : 05/11/2015
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 marks)

01. Research Problem
02. Internal Validity
03. Quantitative Research
04. Population Parameters
05. Review of Literature
06. Type I Error
07. Field Experiment
08. Guttman Scale
09. Television Rating Points
10. Ex-post Facto Research

PART – B

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

(5 x 8 = 40 marks)

11. What is 'Analysis of Variance' (ANOVA)? In which context it will be used?
12. Distinguish between primary and secondary data.
13. Identify and narrate the ethical issues in media research.
14. 'Interpretation is a fundamental component of research process' – Explain.
15. Briefly explain the following with examples:
 - a. Exploratory Research
 - b. Descriptive Research.
16. Examine the merits and limitations of the observation method in collecting data.
17. Write a short note on the following:
 - a. Research Hypothesis
 - b. Pilot Survey.

PART – C

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

(2 x 20 = 40 marks)

18. Describe the different steps involved in a research process.
19. What are the steps involved in questionnaire design? Design a questionnaire with fifteen questions to study the reading habits of Visual Communication students of Loyola College.
20. "Research is much concerned with proper fact finding, analysis and evaluation" Do you agree? Or Disagree? Give reasons in support of your answer.
21. Example the following sample designs with examples:
 - a. Deliberate Sampling
 - b. Systematic Sampling
 - c. Stratified Sampling
 - d. Cluster Sampling
 - e. Multi-stage Sampling.

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