



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2015

VC 3814 - COMMUNICATION RESEARCH METHODS

Date : 03/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

PART A

Answer ALL the following in not exceeding 75 words.

10x2=20

1. In-depth interviews.
2. Regression analysis
3. Research
4. Hypothesis
5. Ordinal level
6. Population
7. Scale
8. Sampling bias
9. Cohort analysis
10. Analytical survey

PART B

Answer any FIVE of the following in not exceeding 200 words.

5x8=40

11. Differentiate between Independent and dependent variables with examples.
12. What is scientific research? Illustrate the characteristics of scientific research.
13. Define review of literature. How is pilot study used in research? Explain.
14. What are the ways by which external validity can be best achieved?
15. Define Qualitative research. What are the methods involved in qualitative data collection?
16. What are the procedures involved in doing research. Explain.
17. What are the sources of secondary data? How important is secondary data could be important in research?

PART C

Answer any TWO of the following not exceeding 1500 words.

2x20=40

18. Explain in detail the different types of non probability sampling with examples.
19. Explain the uses and Limitations of content analysis.
20. Suggest three specific topics that are best studied by the techniques of longitudinal research. Explain the following with examples: Trend study, cohort analysis, panel study.
21. Explain in detail the three functional research areas in advertising.
