



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2016

VC 3814 - COMMUNICATION RESEARCH METHODS

Date: 01-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Section- A

Answer the following

10 x 2 = 20

1. Aided Recall.
2. Copy testing.
3. Sample.
4. Population.
5. MLA Format.
6. Panel study.
7. Open ended questions.
8. Mean .
9. Variable.
10. Codebook.

Section-B

Answer any **FIVE** questions in about 200 words each with suitable examples

5 X 8 = 40

11. What are the steps involved in questionnaire design?
12. Explain the main types of Longitudinal Studies.
13. Describe the steps involved in conducting a Focus Group.
14. Explain the different levels of measurement.
15. How are non probability samples divided?
16. Write about the Procedure involved in conducting a case study research .
17. Describe Inductive and deductive research.
18. What do you understand by central tendency?

Section-C

Answer any **TWO** questions in about 400 words each

2 X 20 = 40

19. Explain the process of developing a research study.
20. Discribe the structure of a research report .
21. Illustrate the steps to carry out a survey research.
22. How does the audience research is conducted in India.
