

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2016

VC 5517 – MEDIA RESEARCH METHODS

Date: 03-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer **ALL** the following in not more than 50 words

(10x2=20 marks)

1. Case study
2. Hypothesis
3. Survey research
4. Close-ended question
5. Secondary data
6. Uses and gratification
7. Sample design
8. Dependent Variable
9. SPSS
10. Bibliography

PART – B

Answer any **FIVE** from the following in not more than 100 words:

(5x8=40 marks)

11. Explain the need for maintaining research ethics.
12. Differentiate between qualitative and quantitative research.
13. Discuss the importance of interview as a research method.
14. Explain the ingredients of research report.
15. How do you structure a questionnaire for research? Explain
16. What are the types of print media research?
17. Comment on the ratings research carried out in electronic media.

PART – C

Answer any **TWO** questions from the following in not more than 200 words

(2x20=40 marks)

18. Explain the steps involved in a research project.
19. Elaborate on the data collection methods.
20. Discuss the types of samples and explain the sampling problems that can occur in research.
21. Explain content analysis and the areas of its application in the media research.

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