



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2017

VC 5517 – MEDIA RESEARCH METHODS

Date: 03-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART –A

Answer ALL the following is not more than 50 words

10 X 2 = 20

1. Media research
2. Hypothesis
3. Demographic audience
4. Survey research
5. Primary data
6. Open ended questionnaire
7. Research problem
8. Population
9. Opinion polls
10. SPSS

PART – B

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

5 X 8 = 40

11. Bring out the difference between qualitative and quantitative research methods.
12. What are the steps involved in designing a research project?
13. Discuss the types of sampling.
14. Bring out the advantages of personal interviews in research.
15. Analyse the factors that influence the selection of a sample size.
16. Discuss the role of research in advertising.
17. What are funding agencies? Explain how to write a proposal to a funding agency for research.

PART – C

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

2 X 20 =40

18. Elaborate on the types of research methods.
19. Differentiate and discuss Context analysis and Agenda Setting.
20. Discuss the types of research in Print and Electronic media.
21. Elaborate on the steps involved in writing a research paper.
