

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2019

VC 5517 – MEDIA RESEARCH METHODS

Date: 29-10-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part – A

Answer all questions in 50 words

10x2= 20

1. Define sampling.
2. Research procedure.
3. Survey research.
4. Opinion poll.
5. Public Relations.
6. Pilot study.
7. Computer data.
8. Research paper.
9. Study paper.
10. Statistical tool.

Part – B

Answer any 5 questions in 250 words

5x7=35

11. Elaborate on the development of mass media research.
12. Differentiate between qualitative and quantitative approaches in research.
13. Emphasize the importance of research ethics.
14. Comment on media effects research.
15. Explain research in electronic media.
16. Write on review of literature.
17. Explain the types of variables.

Part – C

Answer any 3 of the following in 750 words

3x15= 45

18. 'Communication research is a social science research.' Elaborate.
19. Explain content analysis as a research method with reference to print media.
20. Write a detailed account of hypothesis testing citing appropriate examples.
21. Describe the different elements of research report.
22. Discuss the importance of using SPSS.
