LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2023

PVC1MC04 – COMMUNICATION RESEARCH METHODS

Date: 08-11-2023   Dept. No.   Max. : 100 Marks
Time: 01:00 PM - 04:00 PM

	SECTION A – K1 (CO1)	
	Answer ALL the questions	**(5 x 1 = 5)**
1	**MCQ**	
a)	What is the primary importance of communication research? a) To generate profits for businesses b) To enhance interpersonal relationships c) To improve communication skills d) To systematically study and understand communication processes	
b)	Which of the following best describes historical-comparative research? a) It focuses on current events and their impact on society. b) It involves comparing historical events to contemporary situations. c) It primarily uses quantitative data collection methods. d) It aims to predict future trends based on historical data.	
c)	Which statement is true regarding qualitative data collection methods? a) They prioritize numerical data and statistical analysis. b) They focus on generating in-depth, non-numerical data. c) They are primarily used for hypothesis testing. d) They rely on large sample sizes.	
d)	When conducting experiments, what is a key ethical guideline researchers should follow? a) Ensure complete anonymity of participants. b) Always publish preliminary findings before completing the study. c) Use deception to maximize participant engagement. d) Obtain informed consent from participants and protect their rights.	
e)	Why is proper referencing important in research reports? a) It helps researchers avoid plagiarism. b) It makes the report longer and more impressive. c) It adds complexity to the research findings. d) It is not necessary in communication research.	
	SECTION A – K2 (CO1)	
	Answer ALL the questions	**(5 x 1 = 5)**
2	**MCQ**	
a)	What are the fundamental principles of experimental research design? a) Emphasizing qualitative data collection b) Manipulating variables and using control groups c) Conducting extensive literature reviews d) Observing natural phenomena without interference	
b)	Which of the following research questions is most suitable for qualitative research? a) "What percentage of customers prefer Product A over Product B?" b) "How do individuals experience and cope with job-related stress?" c) "What is the average income of participants in the study?" d) "How many hours do people spend on social media each day?"	

c)	Which step is essential in constructing a questionnaire for survey research? a) Making assumptions about participants' responses b) Using leading questions to guide respondents c) Pilot testing the questionnaire for clarity and relevance d) Avoiding open-ended questions
d)	What is the primary objective of content analysis in communication research? a) To generate numerical data for statistical analysis b) To assess the aesthetic quality of visual materials c) To analyze the content and meaning of textual or visual data d) To determine the sample size for a survey
e)	In ethnographic research, what is the role of visual analysis methods? a) To collect numerical data for statistical analysis b) To document visual artifacts for archival purposes c) To analyze visual elements and their cultural significance d) To record audio data during fieldwork observations

<div align="center">SECTION B – K3 (CO2)</div>

	Answer any THREE of the following	**(3 x 10 = 30)**
3	Explain the concept of a theoretical framework in research	
4	Describe the primary purpose of conducting a literature review in the research process?	
5	What is the fundamental purpose of research design in a research study, and why is it considered a critical early stage in the research process?	
6	State and expound upon non-probability sampling approaches in research. Furnish real-world scenarios where non-probability sampling techniques would be suitable.	
7	Provide an example of a research study or situation where participatory observation would be more appropriate than other methods	

<div align="center">SECTION C – K4 (CO3)</div>

	Answer any TWO of the following	**(2 x 12.5 = 25)**
8	Discuss the different types of survey research and provide examples of situations where each type is suitable	
9	Elucidate the concept of independent and dependent variables in research. Provide examples of research questions where each type of variable is utilized.	
10	Define descriptive statistics and explain their role in data analysis. Provide examples of common descriptive statistics measures	
11	Debate the ethical dilemmas researchers might face when conducting interviews as part of their data collection process	

<div align="center">SECTION D – K5 (CO4)</div>

	Answer any ONE of the following	**(1 x 15 = 15)**
12	Clarify data collection methods and sampling strategies in communication research	
13	Compare and contrast qualitative and quantitative data analysis techniques used in communication research.	

<div align="center">SECTION E – K6 (CO5)</div>

	Answer any ONE of the following	**(1 x 20 = 20)**
14	Provide an in-depth example of how content analysis can be applied to analyze a specific type of media content or communication phenomenon	
15	Explain the steps involved in constructing a questionnaire for survey research. What are some common pitfalls to avoid?	

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