



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – JULY 2025

UVC 6501 – MEDIA RESEARCH METHODS



Date: 11-07-2025

Dept. No.

Max. : 100 Marks

Time: 10:00 AM - 01:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Answer the following

- What is research?
- Define a case study?
- Summarise median?
- Outline print media?
- Illustrate public relations research?

2. Fill in the blanks

- The process of selecting a subset of individuals from a population to represent the whole is called _____
- The qualitative research method that involves an in-depth study of a single subject or event is called a _____
- The measure of central tendency that represents the middle value in an ordered dataset is called _____
- The method used to measure television audience ratings is called _____.
- The process of collecting research data from the internet is known as _____.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- | | | |
|----------------------------|---|---|
| a) Hypothesis | - | i) Tracking and analysing online conversations and trends |
| b) Case Study | - | ii) Measurement of television program viewership |
| c) Mean | - | iii) In-depth investigation of a single subject or case |
| d) TRP Ratings | - | iv) - Sum of all values divided by the number of values |
| e) Social Media Monitoring | - | v) Tentative statement about the relationship between variables |

4. Answer the following

- What is the main purpose of research?
- List the key characteristic of qualitative research?
- Illustrate the difference between parametric and non-parametric statistics?
- Summarise the significance of TRP in media research?
- Why is ethical consideration important in internet research?

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

- | | |
|----|---|
| 5. | Explain the importance of research design in conducting a study with suitable examples. |
| 6. | Discuss the various qualitative research methods and their applications in media studies |
| 7. | Analyze the role of media research in understanding audience behavior and media consumption patterns. |
| 8. | Examine the impact of internet research on public relations strategies with relevant examples. |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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|-----|---|
| 9. | Analyze the significance of research design in ensuring the reliability and validity of a study. How do different research designs impact study outcomes? |
| 10. | Evaluate the strengths and limitations of various qualitative research methods. How do these methods contribute to understanding media audiences? |
| 11. | Critically assess the role of hypothesis testing in statistical research. How do parametric and non-parametric tests influence data interpretation? |
| 12. | Examine the impact of media research on content creation and audience engagement. How do TRP ratings and campaign assessment research shape media strategies? |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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|-----|---|
| 13. | Discuss the significance of internal and external validity in research. Evaluate the challenges researchers face in ensuring validity and suggest strategies to enhance research credibility. |
| 14. | Critically analyze the role of experimental research in media studies. Assess the advantages and limitations of online experiments in understanding audience behavior and engagement |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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|-----|--|
| 15. | Develop a research plan to assess audience engagement in print and electronic media. What methods would you use and why? |
| 16. | Suggest an effective strategy for conducting ethical internet research in public relations. How can challenges be addressed? |

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