



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2023

16/17/18UVC6MS01 – MEDIA RESEARCH METHODS

Date: 12-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART-A

Answer **All** the following questions:

(10x2=20)

1. Case Study
2. Validity
3. Population
4. Research Question
5. Hypothesis
6. Qualitative Research
7. Content analysis
8. Public Relations
9. Sampling
10. Review of Literature

PART- B

Answer any **FIVE** questions from the following:

(5x8=40)

11. How does an independent variable differ from dependent variable?
12. Distinguish between primary and secondary data.
13. Explain Non- Probability Sampling with examples.
14. Briefly explain the following with examples: a. Exploratory Research b. Descriptive Research.
15. Emphasize the importance of carrying out a pilot study before doing a research. What are the advantages of a pilot study?
16. Explain the level of measurements in research with examples.
17. Discuss content analysis and its advantages in media research.

PART-C

Answer any **TWO** questions from the following:

(2x20=40)

18. Explain the difference between Quantitative and Qualitative methodologies.
19. Enumerate the different methods of collecting data.
20. Explain the role and importance of research in the media industry.
21. Discuss in detail the steps involved in questionnaire design.

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