

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – APRIL 2023****PVC1MC04 – COMMUNICATION RESEARCH METHODS**

Date: 04-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A**Answer ALL the questions**

1	Definitions	(5 x 1 = 5)	
a)	Hypothesis	K1	CO1
b)	Mean	K1	CO1
c)	Focus group	K1	CO1
d)	Coding	K1	CO1
e)	cluster sample	K1	CO1
2	Fill in the blanks	(5 x 1 = 5)	
a)	_____ was the process in which researchers spent long periods of time living with and observing other cultures in a natural setting.	K2	CO1
b)	_____ A question the respondent must answer by making a selection from a prepared set of options.	K2	CO1
c)	_____ A single value that is chosen to represent a typical score in a distribution, such as the mean, the mode, or the median.	K2	CO1
d)	_____ The variable that is observed and whose value is presumed to depend on the independent variable(s)	K2	CO1
e)	_____ Statistical methods and techniques designed summaries about data samples that allow for easier interpretation.	K2	CO1
SECTION B			
	Answer any THREE of the following in 500 words	(3 x 10 = 30)	
3	Describe the ethics to be followed while conducting survey method	K3	CO2
4	Summarise Descriptive and Inferential statistics	K3	CO2
5	Write short notes on Focus group	K3	CO2
6	Examine the difference between basic and applied research	K3	CO2
7	What is sample? Explain propagability sampling	K3	CO2
SECTION C			
	Answer any TWO of the following in 500 words	(2 x 12.5 = 25)	
8	What is APA's style of reference citation?	K4	CO3
9	Describe the different type of research	K4	CO3
10	What is data processing? What is the different methods of data processing	K4	CO3
11	Summarise level of measurement in research	K4	CO3

SECTION D

Answer any ONE of the following in 1000 words

(1 x 15 = 15)

12	Construct a questionnaire for school students consisting of open ended and closed ended questions to analyse their media habits	K5	CO4
13	What is Likert scale? Develop a questionnaire comprising 10 questions using five-point Likert scale to test the likes/dislikes of the audience towards online shopping sites	K5	CO4

SECTION E

Answer any ONE of the following in 1000 words

(1 x 20 = 20)

14	Draft the different stages of survey research	K6	CO5
15	Illustrate the structure of research report in brief	K6	CO5

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