LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FIRST SEMESTER – **NOVEMBER 2022**

PVC1MC04 – COMMUNICATION RESEARCH METHODS

Date: 30-11-2022   Dept. No.   Max. : 100 Marks
Time: 01:00 PM - 04:00 PM

	SECTION A		
	Answer ALL the questions		
1	**Definitions**		**(5 x 1 = 5)**
a)	Ethnography	K1	CO1
b)	Closed-ended question	K1	CO1
c)	Central tendency	K1	CO1
d)	Dependent variable	K1	CO1
e)	Descriptive statistics	K1	CO1
2	**Fill in the blanks**		**(5 x 1 = 5)**
a)	_____ a tentative generalization about the relationship between two or more variables that predicts an outcome.	K2	CO1
b)	_____the arithmetic average of a set of scores.	K2	CO1
c)	_____an interview conducted with 6–12 subjects simultaneously and a moderator who leads a discussion about a specific topic.	K2	CO1
d)	_____the placing of a unit of analysis into a particular category.	K2	CO1
e)	_____a sample placed into groups or categories.	K2	CO1
	SECTION B		
	Answer any THREE of the following in 500 words **(3 x 10 = 30)**		
3	List down Non-probability sampling.	K3	CO2
4	Explain Participatory research methods.	K3	CO2
5	Provide three examples of variables that could be either an independent or dependent variable in different types of research studies.	K3	CO2
6	Illustrate method of survey data collection.	K3	CO2
7	Infer a unit of analysis that could be used in "Changes in the values expressed by popular songs" in content analysis.	K3	CO2
	SECTION C		
	Answer any TWO of the following in 500 words **(2 x 12.5 = 25)**		
8	Choose the sampling technique that might be appropriate for "A content analysis of commercials aired during Saturday morning children's programs" research projects?-Justify.	K4	CO3
9	Summarise the Basic statistics for data analysis.	K4	CO3
10	Appraise interview as a qualitative method.	K4	CO3
11	Illustrate how to write a qualitative research report.	K4	CO3

	SECTION D		
	Answer any ONE of the following in 1000 words		**(1 x 15 = 15)**
12	Design a research Proposal on Women and media.	K5	CO4
13	Compose the process of media research.	K5	CO4
	SECTION E		
	Answer any ONE of the following in 1000 words		**(1 x 20 = 20)**
14	Summarise ethics? Enumerate the importance of research.	K6	CO5
15	Draft a plan and perform qualitative study using content analysis.	K6	CO5

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