



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

**SIXTH SEMESTER – APRIL 2024**

**UVC 6501 – MEDIA RESEARCH METHODS**

Date: 01-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## PART – A

**Answer ALL the questions in about 50 words.**

**(10 x 2 = 20)**

1. Hypothesis
2. Sampling
3. Independent variable
4. Reliability
5. External validity
6. TRP
7. Copy Testing
8. Research problem
9. Ethnography
10. Survey

## PART – B

**Answer FOUR of the following in 200 words.**

**(4 x 10 = 40)**

11. Explain the difference between qualitative and quantitative research.
12. Brief on campaign assessment research.
13. Explain the advantages and disadvantages of longitudinal research.
14. Explain the types of public relations research.
15. What is sampling? Explain non-probability sampling with examples. .
16. What are the key components of research design, and why is it considered crucial in the research process?
17. Elaborate the different methods used in qualitative research.
18. Explain unit of analysis with examples.

## PART – C

**Answer any TWO of the following in about 400 words.**

**(2 x 20 = 40)**

19. Explain the steps involved in designing a questionnaire.
20. Discuss the ethical and practical considerations in doing Internet research.
21. Discuss the significance of media research in identifying trends, preferences, and attitudes of social media users in different demographic groups.
22. Define and differentiate the levels of measurements with examples.

&&&&&&&&&