



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

**SIXTH SEMESTER – APRIL 2024**

**UVC 6501 – MEDIA RESEARCH METHODS**

Date: 05-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A – K1 (CO1)

**Answer ALL the questions**

**(10 x 1 = 10)**

**1 Answer the following**

- a) The major step in Research is -----
- b) Null hypothesis is denoted by the letter -----
- c) The specific group of people from whom the data is collected is called as -----
- d) Explain Quantitative research.
- e) Define Objectivity.

**2 Answer the following**

- a) The type of sampling , in which the sample is divided into smaller groups called clusters is -----
- b) The blue print of research is -----
- c) Define Cluster sampling
- d) Research makes public relations activities strategic by ensuring that communication is specifically targeted to publics. True or False
- e) Define campaign Assessment.

## SECTION A – K2 (CO1)

**Answer ALL the questions**

**(10 x 1 = 10)**

**3 Answer the following**

- a) An example for independent variable is -----
- b) What are the various questions format in interview research techniques?
- c) What is Data Analysis?
- d) A part of marketing research to test the effectiveness of an advertisement based on responses is called as -----.
- e) Informal research is conducted by the public relations managers, from sources inside and outside of the organizations. True or False .

**4 Answer the following**

- a) In levels of measurement the data that can be only categorized is termed as -----
- b) What do you mean by objectivity in conducting research?
- c) Mention the two types of sampling.

d)	The term that refers to the estimated size and demographic composition of an audience in electronic media is -----
e)	The internet is used as a method to research and collect information through emails, texts sent on phones. True or False

**SECTION B – K3 (CO2)**

	<b>Answer any TWO of the following</b> <span style="float: right;"><b>(2 x 10 = 20)</b></span>
5	Define Content analysis and list its limitations.
6	What is Hypothesis? Discuss the types of research hypothesis.
7	Describe the significance of internet in Print media research.
8	Discuss on Ethical consideration of internet research.

**SECTION C – K4 (CO3)**

	<b>Answer any TWO of the following</b> <span style="float: right;"><b>(2 x 10 = 20)</b></span>
9	Differentiate Parametric and non-parametric statistics
10	Discuss Qualitative and Quantitative research
11	Elaborate on copy testing in advertising
12	Analyze on the necessity of research in public relations

**SECTION D – K5 (CO4)**

	<b>Answer any ONE of the following</b> <span style="float: right;"><b>(1 x 20 = 20)</b></span>
13	Elaborate on the sources of Research Problem.
14	Examine the Probability method of sampling.

**SECTION E– K6 (CO5)**

	<b>Answer any ONE of the following</b> <span style="float: right;"><b>(1 x 20 = 20)</b></span>
15	Detail on the types of print media Research.
16	Amplify on the Campaign assessment research in Advertising.

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