



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.

