



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – 3D ANIMATION

THIRD SEMESTER – APRIL 2024

PAN3MC04 – MEDIA RESEARCH

Date: 10-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## SECTION A – K1 (CO1)

**1 Answer ALL the questions (5 x 1 = 5)**

**2 Fill in the blanks**

- a) ----- is secondary data collection method
- b) ----- hypothesis is used in statistical hypothesis testing
- c) APA style stands for -----
- d) The study of culture is called -----
- e) A trial study done before the actual study is called -----

## SECTION A – K2 (CO1)

**1 Answer ALL the questions (5 x 1 = 5)**

**2 Define the following**

- a) Research
- b) Review Literature
- c) Variable
- d) SPSS
- e) Plagiarism

## SECTION B – K3 (CO2)

**1 Answer any THREE of the following (3 x 10 = 30)**

- 3 Choose appropriate data collection methods for a qualitative study with an apt example
- 4 Illustrate any three types of Probability sampling methods.
- 5 Develop the Formulation of Hypothesis
- 6 Explain the different types of bias in research with examples.
- 7 Sketch the Research Design

## SECTION C – K4 (CO3)

**1 Answer any TWO of the following (2 x 12.5 = 25)**

- 8 Construct the methods and examples of primary vs secondary research
- 9 Plan and prepare In-depth interview questions for “Stereotypes and gender discrimination in our society”.
- 10 Compile the types of research with examples
- 11 Analyze and explain the purpose of Peer Review in academic journals.

## SECTION D – K5 (CO4)

**1 Answer any ONE of the following (1 x 15 = 15)**

- 12 Assess the ethical considerations in research, their types and examples
- 13 Evaluate the steps in Research Process stating examples.

## SECTION E – K6 (CO5)

**1 Answer any ONE of the following (1 x 20 = 20)**

- 14 Write the different types of Qualitative research approaches.
- 15 Formulate a structure of research report with an example.

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