



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

PVC1MC04 – COMMUNICATION RESEARCH METHODS

Date: 16-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 MCQ

- a) What is the correct level of measurement for data with categories that have no inherent order or ranking?
a) Nominal
b) Ordinal
c) Interval
d) Ratio
- b) Choose the appropriate methods that is often used in ethnographic research within media studies to gain insights into media consumption patterns?
a) Conducting surveys
b) Analyzing content quantitatively
c) Participant observation
d) Experiments
- c) In media research, which statement accurately describes the use of descriptive statistics?
a) Descriptive statistics are rarely used in media research.
b) Descriptive statistics are commonly used in media research to summarize audience demographics.
c) Descriptive statistics are used primarily for experimental research in media studies.
d) Descriptive statistics are exclusively used for content analysis in media research.
- d) Select the best defines convenience sampling in research?
a) A method of selecting participants randomly from a population.
b) A method of choosing participants based on specific characteristics.
c) A method of studying media consumption patterns.
d) A method of choosing participants who are easily accessible or readily available.
- e) Which of the following statements accurately describes content analysis in research?
a) Content analysis involves selecting participants based on specific characteristics.
b) Content analysis is a method of studying media consumption patterns.
c) Content analysis is a systematic analysis of the content of media messages.
d) Content analysis is a method of choosing participants who are easily accessible.

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 MCQ

- a) In media content analysis, researchers often employ which type of survey questions?
a) Close-ended survey questions
b) Likert scale questions
c) Open-ended survey questions
d) Multiple-choice questions
- b) Within the research context, a variable is any characteristic or factor that has the capacity to vary and can be measured. Variables are frequently categorized into independent and:
a) Random variables
b) Dependent variables
c) Control variables
d) Nominal variables
- c) Which statement is true regarding qualitative data collection methods?

