

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2022

UVC 6501 – MEDIA RESEARCH METHODS

Date: 15-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART - A

Answer **ALL** the Question

(10x2 = 20 Marks)

1. Dependant Variable
2. Research Design
3. Focus groups
4. Case Studies
5. Descriptive Statistics
6. Non Parametric Statistics
7. Print Media Research
8. Advertising Research
9. PRO Research
10. Internet Research

PART - B

Answer any **FIVE** of the following Questions

(5x8 = 40 Marks)

11. Write short note on a Research Problem
12. Explain internal and external validity in research
13. Explain focus group method in research
14. What is Sample Distribution in research? Explain
15. Write the types of Print media Research
16. Explain the types Public relation Research
17. Write about the future of Internet Research

PART - C

Answer any **TWO** of the following Questions

(2x20 = 40 Marks)

18. Discuss Independent and Dependent Variable with suitable examples
19. Explain Content analysis in media research with suitable research problem of your choice
20. Discuss any quantitative research problem with statistics involved in media research
21. Write and Explain a Public relations research Problem with communication research methods

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