



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2011

VC 3808 - COMMUNICATION RESEARCH METHODS

Date : 31-10-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the questions in not more than 50 words each:

10x2=20

1. Open ended question
2. Multi-disciplinary research
3. Protocol
4. Survey method
5. Semiotics
6. Audimeter
7. Recall method
8. Quantitative approach
9. Focus group
10. Uses and gratification

PART-B

Answer any FIVE of the following in not more than 200 words each:

5x8=40

11. Explain research in the areas of electronic media.
12. Differentiate between pilot study and discourse analysis.
13. List out anti-social effects of internet.
14. Write on the importance of sampling design.
15. What is in-depth interview? When is it used? Why?
16. Elaborate on the assumptions in a communication research.
17. Emphasize the importance of writing an effective research report.

PART-C

Answer any TWO of the following in not more than 500 words each.

2x20=40

18. Discuss content analysis and its advantages in media research.
19. Analyze technically any moving image that you have seen recently.
20. Elaborate on the types of research in advertising.
