 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

THIRD SEMESTER – NOVEMBER 2012

# VC 3808 - COMMUNICATION RESEARCH METHODS

Date : 01/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART-A**

Answer **All** the following questions: 10 X2=20

1. Action research
2. Case Study
3. Controlled Variable
4. Empirical Research
5. Feminist Research
6. Unstructured Interview
7. Mean
8. Pilot Study
9. Quasi Experimental
10. Reliability

**PART- B**

Answer any **FIVE** questions from the following: 5X8=40

1. Describe Quantitative research process.
2. Explain the development of mass media research.
3. Write on the process of a telephone survey.
4. Describe the advantages of field experiment in media research.
5. What are the codes and ethics to be followed while conducting a media research?
6. Elaborate reliability and validity.
7. Explain the steps involved in doing a content analysis.

**PART-C**

Answer any **TWO** questions from the following: 2X20=40

1. What is sampling? Explain different types of sampling methods.
2. Write about Qualitative Research Design.
3. Discuss the different categories of research.
4. Explain the process in formulating a questionnaire.

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