LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.A.** DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FOURTH SEMESTER – **APRIL 2012**

# VC 4504 – MEDIA RESEARCH METHODS

Date : 19-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART - A**

**Answer the following questions in about 50 words each: 10x2=20**

1. What is scientific study?
2. Define Sample
3. What is Validity?
4. What is a variable?
5. What is Copy testing?
6. Expand IRS
7. Expand TRP
8. What is pilot study?
9. What is research objective?
10. What is Probability sampling?

**PART - B**

**Answer any FIVE questions in about 200 words each: 5x8=40**

1. Explain the importance of research in media?
2. What are the characteristics of scientific study?
3. Explain the types of non-probability sampling.
4. What is hypothesis and null hypothesis? Explain with examples.
5. List out steps involved in writing a research paper.
6. Explain focus group research method.
7. What are the common errors to be avoided while constructing a questionnaire?

**PART- C**

**Answer any TWO questions in about 400 words each: 2x20=40**

1. Explain the difference between Quantitative and Qualitative methodologies.
2. What are the advantages and disadvantages of survey method?
3. Explain the steps involved in doing a Content Analysis.
4. Construct a questionnaire to conduct a survey on a topic of your choice. The questionnaire should contain minimum 24 questions.

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