

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2022

16/17/18UVC6MS01 – MEDIA RESEARCH METHODS

Date: 22-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

I. ANSWER THE FOLLOWING NOT EXCEEDING 50 WORDS EACH. (10x 2= 20 Marks)

1. Hypothesis
2. Research methodology
3. Census
4. Validity
5. Pilot study
6. Questionnaire
7. Case Study
8. Research question
9. Qualitative Research
10. Reference Groups

PART – B

II. ANSWER ANY FIVE OF THE FOLLOWING IN 200 WORDS EACH. (5x 8= 40 Marks)

11. Discuss the structure of a research proposal.
12. Explain Non- Probability Sampling.
13. How does research help in media functioning? Discuss.
14. Brief on the need for hypothesis in Research.
15. Elucidate the steps in sampling process.
16. Elaborate the importance of literature review.
17. Explain the different collection methods.

PART – C

III. ANSWER ANY TWO OF THE FOLLOWING IN 400 WORDS EACH. (2x20= 40 Marks)

18. Discuss observation as a method of data collection.
19. Explain the role of research in the media industry.
20. Discuss in detail the importance and the steps involved in questionnaire design.
21. Explain the ethical aspects of Research.

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