LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.A.** DEGREE EXAMINATION – **MEDIA ARTS**

THIRD SEMESTER – NOVEMBER 2010

# MA 3806 - MEDIA RESEARCH METHODS

Date : 01-11-10 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

gFjp-m

**vy;yh tpdhf;fSf;Fk; gjpy; vOJf**. 10× 2 = 20

1. Ma;thsupd; jFjpfis vOJf.
2. fUJNfhs;-vd;why; vd;d?
3. jftyhspiaj; Nju;e;njLf;Fk; Kiwfis vOJf.
4. Ma;thsupd; flikfis vOJf.
5. Ma;Tf;fhd mbg;gilfis vOJf.
6. Kjy;epiyj; juT %yq;fs; ehd;fpidf; $Wf.
7. gz;gpay; Ma;tpd; nghUj;jq;fisf; $Wf.
8. Nfhl;ghL vd;why; vd;d?
9. Ma;tpy; tifg;gLj;jy; vd;gJ vd;d?
10. Ma;T newpKiwfs; ehd;fpidf; $Wf.

gFjp-M 5× 8 = 40

vitNaDk; Ie;J tpdhf;fSf;F kl;Lk;300 thu;j;ijfspy; gjpy; vOJf.

1. fsg;gzpapy; Ma;thsu; ftdpf;f Ntz;baitfis tpsf;Ff.
2. tpdhj; njhFg;gpy; cs;s ek;gfj; jd;ikf; Fwpj;J tpthjpf;f.
3. jftyhspaplk; cwit tsu;f;Fk; Kiwfis vOJf.
4. fsg;gzpapd;NghJ Ma;thsu; filg;gpbf;f Ntz;ba newpfs; Fwpj;J vOJf.
5. Clf Ma;tpd; eil Kiw rhj;jpag;ghLfis tptupf;f.
6. Ma;Tj; juTfisr; rupghu;f;Fk; Kiwfis tpsf;Ff.
7. Ma;itf; Fwpg;gpl;l fhyj;jpy; jpl;lkpLk; Kiwia tpsf;Ff.

gFjp-, 2× 20 = 40

vitNaDk; ,uz;L tpdhf;fSf;F kl;Lk; 600 thu;j;ijfspy; gjpy; vOJf.

1. Ma;Tj; jiyg;igj; Nju;e;njLf;Fk; Kiwia tptupf;f.
2. jftyhspapd; cstpaiy mwpAk; jpwid kjpg;gpLf.
3. tif khjpupia (sample) Nju;Tnra;Ak; cj;jpfis tpsf;Ff.

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