

Register Number

Name of the Candidate:

M.Sc. DEGREE EXAMINATION, May 2015

(VISUAL COMMUNICATION)

(THIRD SEMESTER)

310: RESEARCH METHODOLOGY

Time: Three hours

Maximum: 100 marks

SECTION-A

Answer any EIGHT questions

(8×5=40)

1. What are the needs for media analysis? Describe.
2. Explain the concepts and theories in media studies.
3. Define hypothesis and list the various types of hypothesis.
4. Discuss the sources of secondary data.
5. Discuss the data collection methods and tools.
6. Discuss about types of primary data.
7. Describe longitudinal research design.
8. Discuss qualitative and quantitative studies.
9. Discuss the significance of Chi-square test.
10. Discuss the basic elements of statistics.

SECTION-B

Answer any THREE questions

(3×20=60)

11. Discuss the development of mass and thrust areas in media research around the World.
12. What are the steps involved in research process? Explain in detail.
13. Point out the main differences between schedule and questionnaire.
14. Explain in detail about experimental and non-experimental research methods and procedures in research design.
15. What are the ethics followed in conducting research? Explain in detail about thesis writing methods, format and style.
