

S.No. 5881

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(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III – Visual Communication – Major

MEDIA RESEARCH ORIENTATION

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Research
2. Identification of problem
3. Research design
4. Opinion poll
5. Primary Data
6. Interview
7. Random Sampling
8. Population
9. Data
10. Report

SECTION B — ( $5 \times 5 = 25$ )

Answer ALL questions, choosing either (a) or (b).

11. (a) How do you define Research Problem?

Or

- (b) What is Hypothesis?

12. (a) Write short notes on case study.

Or

- (b) Define Viewership Ratings.

13. (a) Differentiate Primary and Secondary Data.

Or

- (b) What do you mean by Questionnaire?

14. (a) Define Sampling.

Or

- (b) What do you mean by cluster sampling?

15. (a) Write short notes on literature review.

Or

- (b) List down the guidelines for writing thesis.

SECTION C — ( $3 \times 10 = 30$ )

Answer any THREE questions.

16. Describe the steps involved in the research process.

17. List and explain about the types of interview methods.

18. Examine the usage of Independent Variable and Dependent Variable.

19. Explain Probability and Non-Probability methods of Sampling.

20. Examine the usage of computer applications in data analysis.
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