

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

B.Sc. END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - V

20UVSCT5008 - Media Research

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Write short notes on: a) Academic Research. b) Private Research.
2. What is the Role of Hypothesis testing in Media Research.
3. List the different types of sampling techniques.
4. Prepare a Questionnaire for a Feedback survey.
5. Determine the advantages of Print Media Research.
6. Identify the different stages of Research Process.
7. Explain survey method in media Research.
8. Explain in detail about case study.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain in detail about Levels of Measurement.
10. Discuss content analysis and its advantages in Media research.
11. Explain audience perception about Electronic media.
12. Discuss on Anti social and Pro social effects of Media content.
13. Explain the Scope of Research in Digital Media.
