

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.(Viscom) - END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - V

**20UVSCT5008 - Media Research**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section B**

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

1. Define research.
2. Illustrate Variables with example.
3. Classify Qualitative and Quantitative research methods.
4. Explain in detail about Ratings Research.
5. Describe Audience Study.
6. Relate Anti-Social and Pro-Social Effects of Media Content.
7. Explain Research in the New Media.
8. Discuss on Advantages and Disadvantages of Internet Research.

### **Section C**

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

9. Explain development of Mass Media Research.
10. Classify Academic and Private sectors of research.
11. Examine Print Media Research.
12. Prepare social effects of media content.
13. Evaluate Social Media as an effective Digital media.

\*\*\*\*\*