

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 - NOV'2024

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. What is Mass Media research?
2. Explain the Elements of Research.
3. Classify the Mixed Method Research.
4. Describe the Focus Groups.
5. Explain the significance of narrative analysis in film research.
6. Solve the qualitative research in print Media.
7. What are campaign tracking tools ?
8. Examine the web analytics.

### **Section C**

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

9. Describe The Role of Hypotheses in Research Design.
10. Apply the probability sampling and non-probability sampling.
11. Examine the Print Media and Types of Print Media Research.
12. Classify the key stages involved in the process of campaign assessment.
13. Differentiate between qualitative and quantitative research methods in new media research.

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