

Roll.No.

20UVSCT5008

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 - NOVEMBER 2025
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 hypothesis in media research and explain its role.
2. Demonstrate how focus groups are conducted in qualitative research and explain their usefulness with a media-related example.
3. Analyze any two sampling methods used in media research, highlighting their strengths and limitations.
4. Write short notes showing how audience research is applied in the film medium.
5. What is copy testing in advertising research? Illustrate its significance with examples.
6. Examine two advantages and two disadvantages of internet-based research, showing how they impact research outcomes.
7. Explain with examples how research in social media can be applied differently compared to traditional media research.
8. Critically evaluate the differences between ratings research and non-ratings research in electronic media and assess their importance for broadcasters.

Section C

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

9. Apply your understanding of research elements in media studies by explaining how hypothesis, measurement, variables, and scales work together in conducting systematic research.
10. Analyze the differences between qualitative and quantitative research methods in media studies, using suitable examples to support your answer.
11. Evaluate the Research in Print Media along with the types of Print Media Research with appropriate example.

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12. Analyze the scope of research in digital and social media by identifying challenges and opportunities in conducting internet-based studies.
13. Design a research proposal to study the impact of social media usage on college students' news consumption patterns. Include research problem, objectives, methodology, and sampling method.
