Register Number:

DATE: 21-04-2017



**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU– 27**

**BA VISUAL COMMUNICATION – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

VC 4315: Media Research

Time - 1 ½ hrs Max Marks - 35

**This paper contains ONE printed page and TWO parts**

1. **Write short notes on any THREE of the following in 100 words each. (5X3=15)**

1. Primary vs. secondary data

2. Dependent vs. independent variables

3. Discourse analysis

4. Survey research

5. Experimental research

1. **Answer any TWO of the following questions in 500 words each. (2X10=20)**

6. What is a research question and what are some of the considerations one must keep in mind while developing one?

7. Distinguish between quantitative and qualitative analysis.

8. Explain the various types of sampling techniques.

**VC-4315-A-17**