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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**END SEMESTER EXAMINATION: JULY 2022**

**B.A. VISUAL COMMUNICATION – IV SEMESTER**

**VC 4319: Research Skills**

Time – 11/2 hr 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. (3X5 = 15)**

1. Primary vs secondary sources

2. Hypothesis and its types

3. Focus group

4. Experimental research

5. Format of a research paper

1. **Answer any TWO of the following questions in 300 words each. (2X10 = 20)**

6. What is media research? Briefly describe the types of research.

7. Define variables. What are the various types of variables?

8. What are some of the ethical considerations that are to be made while conducting research?

VC 4319\_B\_22