

Reg No

Date:

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

**BA VISUAL COMMUNICATION - IV SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**SUPPLEMENTARY**

VC 4317: Research Skills

Time – 1 ½ hour Max Marks: 35

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

1. **Answer any THREE questions in about 200 words each (3X5=15)**
2. Define the term ‘Research’. Explain its importance and objectives.
3. Write short notes on any TWO of the following:
	1. Questionnaire
	2. Research ethics
	3. Focus group discussion
	4. In-depth interviews
4. What is Review of Literature? Why is it important in research?
5. Explain how quantitative research differs from qualitative research.
6. Define secondary data. Explain various methods of collecting secondary data.
7. **Answer any TWO of the following in about 350 words each (2 X10 = 20)**
8. What is the research process? What are the steps involved in it? Explain with the help of a flow chart.
9. Explain in detail the different types of research with examples.
10. Discuss the characteristics of a good research report.
11. What is Mass Communication research? Describe in detail its relevance.

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