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

Registration Number:

Date & Session

**BVOC DIGITAL MEDIA AND ANIMATION – 6th SEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May / June 2024)**

**VOA6123: FUNDAMENTALS OF RESEARCH METHODOLOGY**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

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

**I. Explain any FIVE of the following with relevant examples in 150 words each**

**(5X5 = 25)**

1. Role of research in animation

2. Content analysis

3. Literature review

4. Nominal and ordinal data

5. Empirical study

6. Focus group discussions

7. Quantitative study

**II. Answer any TWO of the following in 250 words each. (2X10 = 20)**

8. Explain any two non-probability sampling techniques.

9. Explain what are all the characteristics of good research.

10. Explain research tools: Interviews, questionnaire

**III. Answer any ONE of the following in 350 words. (1X15 = 15)**

11.Explain in detail the various steps involved in a research process.

12. Explain the following classifications of research.

- Descriptive vs. Analytical

- Applied vs. Fundamental

- Longitudinal vs Cross sectional