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Register Number:

DATE:23-04-2018 ( 9AM)

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

**END SEMESTER EXAMINATION: APRIL 2018**

**BA VISUAL COMMUNICATION – IV SEMESTER**

VC 4317: Research Skills

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 and secondary data

2. Dependent and independent variable

3. Response rate and response bias

4.Demassification and hyper localnews

5.Descriptive vs inferential statistics

**II. Answer any TWO of the following questions in 300 words each.**

**(2X10=20)**

6. Distinguish between quantitative and qualitative analysis.

7. Define hypothesis and discuss the various limitations of hypothesis testing.

8. Explain the various types of sampling techniques.

VC 4317-A-18