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Register Number:

DATE:

**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. Response rate and response bias

2. Primary and secondary data

3. Type 1 and Type 2 error

4. Demassification and hyper local news

5. Dependent vs independent variable

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

6. Explain: “Correlation is not causation” with suitable examples.

7. Distinguish between quantitative and qualitative analysis.

8. Explain the various types of sampling techniques.