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DATE: 23-4-19



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

**END SEMESTER EXAMINATION: APRIL 2019**

**BA VISUAL ARTS – IV SEMESTER**

VC 4315: Media Research

**Supplementary candidates only.**

**Attach the question paper with the answer booklet**

Time - 1 ½ hrs Max Marks-35

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

1. **Answer any THREE of the following questions in 100 words each. (3X5 = 15)**

1. Discuss the four types of units of measurement.

2. In what ways is quantitative research different from qualitative research?

3. Define an interview and list the various types of research based interviews.

4. Explain the survey method of research.

5. Distinguish between independent and dependent variables.

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

6. What is content analysis? Explain its various types.

7. Define sampling. Discuss the various types of sampling.

8. Design an experimental research study keeping in mind its various elements.

**VC-4315-B-17**