

National Testing Agency

Question Paper Name: Communication Research 09th November 2019 Shift 1
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Total Marks: 100
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Communication Research

Group Number : 1
Group Id : 709597223
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 100

Communication Research -1

Section Id : 709597250
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 20
Number of Questions to be attempted: 20
Section Marks: 20
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 709597345
Question Shuffling Allowed : No

Question Number : 1 Question Id : 70959721441 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Research related to abstract ideas or concepts is

- a) Empirical research
- b) Conceptual Research
- c) Quantitative research
- d) Qualitative research

Question Number : 2 Question Id : 70959721442 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

TV ratings are example of

- a) Effect studies
- b) Source studies
- c) Content Analysis
- d) Audience research

Question Number : 3 Question Id : 70959721443 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A true zero is property of

- a) Ordinal scale
- b) Nominal scale
- c) Ratio scale
- d) Interval scale

Question Number : 4 Question Id : 70959721444 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who stated that "a hypothesis is a conjectural statement of the relation between two or more variables?"

- a) Kumar, R
- b) Walliman, N
- c) Kerlinger, F. N
- d) Larabee, R

Question Number : 5 Question Id : 70959721445 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Converting a question into a Researchable problem is called

- a) Solution
- b) Examination
- c) Problem formulation
- d) Problem Solving

Question Number : 6 Question Id : 70959721446 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

P value stand for

- a) Calculated probability
- b) Positive correlation
- c) Percentile point
- d) Percentage

Question Number : 7 Question Id : 70959721447 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In experimental research the treatment is the

- a) Independent variable
- b) Random assignment
- c) Dependent variable
- d) The change

Question Number : 8 Question Id : 70959721448 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In before and after design the term 'before' refers to

- a) Measurement made earlier to the introduction of a programme
- b) Measurement made during the programme
- c) Measurement made later the introduction of the intervention.
- d) Measurement made several times

Question Number : 9 Question Id : 70959721449 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Among the following which is research design is based on reference period?

- a) Retrospective design
- b) Prospective design
- c) Retrospective-prospective design
- d) All of the above

Question Number : 10 Question Id : 70959721450 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The difference between the sample statistic and the population parameter is referred to as

- a) Relative error
- b) Significant error
- c) Sampling error
- d) Simple error

Question Number : 11 Question Id : 70959721451 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A random sampling method in which every n^{th} member of the population is selected is known as

- a) Cluster sampling method
- b) Simple random sampling method
- c) Systematic sampling method
- d) Stratified random sampling method

Question Number : 12 Question Id : 70959721452 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Deliberate sampling and purposive sampling are also known as

- a) Stratified Random Sampling
- b) Probability Sampling
- c) Non-probability Sampling
- d) Convenience Sampling

Question Number : 13 Question Id : 70959721453 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is statistically not tested in qualitative research?

- a) Conjecture
- b) Assumption
- c) Concepts
- d) Hypothesis

Question Number : 14 Question Id : 70959721454 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Satellite Instructional Television Experiment (SITE) used qualitative methods to

- a) Study learning before and after exposure
- b) To know science and society
- c) To better understand social factors in viewing situation
- d) To demonstrate television

Question Number : 15 Question Id : 70959721455 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Semiotics or textual analysis is more focused on studying

- a) Manifest content
- b) Latent content
- c) Space devoted
- d) Position of content

Question Number : 16 Question Id : 70959721456 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following dimensions of meaning is not measured by Semantic Differential Scales?

- a) Latency
- b) Potency
- c) Activity
- d) Evaluative

Question Number : 17 Question Id : 70959721457 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is a criticism of Thurstone Scale?

- a) The construction of the scale is time-consuming and laborious
- b) The ratings of the judges may be affected by their personal biases
- c) Different respondents may obtain the same score agreeing with different statements
- d) All of the above

Question Number : 18 Question Id : 70959721458 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of these is a measure of dispersion?

- a) Mean deviation
- b) Inter-quartile Range
- c) Correlation
- d) All of the above

Question Number : 19 Question Id : 70959721459 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In a two-way analysis of variance, the researcher is able to examine

- a) Interaction effect among variables
- b) The findings twice
- c) The effect of more than two dependent variables
- d) The effect of more than two independent variables

Question Number : 20 Question Id : 70959721460 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The relationship between the two variables are measured through

- a) Mean
- b) Correlation
- c) Regression
- d) SD

Communication Research -2

Section Id :	709597251
Section Number :	2
Section type :	Offline
Mandatory or Optional:	Mandatory
Number of Questions:	10
Number of Questions to be attempted:	10
Section Marks:	30
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	709597346
Question Shuffling Allowed :	No

Question Number : 21 Question Id : 70959721461 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 3

What is BARC?

Question Number : 22 Question Id : 70959721462 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 3

What is a variable? Differentiate dichotomous and polytomous variables.

Question Number : 23 Question Id : 70959721463 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 3

What is the difference between Mixed Method and Quantitative Research?

Question Number : 24 Question Id : 70959721464 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 3

Discuss any two definitions of hypothesis and explain their relevance.

Question Number : 25 Question Id : 70959721465 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 3

Explains the four steps of the literature review.

Question Number : 26 Question Id : 70959721466 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 3

What is cross sectional design?

Question Number : 27 Question Id : 70959721467 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 3

Explain the concept of probability.

Question Number : 28 Question Id : 70959721468 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 3

List few advantages of non-probability sampling.

Question Number : 29 Question Id : 70959721469 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 3

Give examples of content analysis of newspapers and or broadcast/audio-video programmes.

Question Number : 30 Question Id : 70959721470 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 3

What is semantic space? What are its dimensions?

Communication Research -3

Section Id :	709597252
Section Number :	3
Section type :	Offline
Mandatory or Optional:	Mandatory
Number of Questions:	7
Number of Questions to be attempted:	5
Section Marks:	50
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	709597347
Question Shuffling Allowed :	No

Question Number : 31 Question Id : 70959721471 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 10

What is stratified random sampling? Explain how you would go about drawing a proportionate stratified random population.

Question Number : 32 Question Id : 70959721472 Question Type : SUBJECTIVE Display Question Number : Yes Correct Marks : 10

Examine the types of longitudinal studies.

Question Number : 33 Question Id : 70959721473 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 10

Describe various measures of central tendency. Discuss their merits and limitations.

Question Number : 34 Question Id : 70959721474 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 10

Discuss the communication research areas derived from the Verbal Model of Communication of Harold Lasswell?

Question Number : 35 Question Id : 70959721475 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 10

Describe the nature and scope of communication research.

Question Number : 36 Question Id : 70959721476 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 10

Explain the effects of War of the Worlds study.

Question Number : 37 Question Id : 70959721477 Question Type : SUBJECTIVE Display Question Number : Yes
Correct Marks : 10

Discuss standard deviation as a measure of variability. Explain its importance in research.