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# National Testing Agency

<b>Question Paper Name :</b>	Communication Research 26th March 2021 Shift 1
<b>Subject Name :</b>	Communication Research
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<b>Number of Questions :</b>	37
<b>Total Marks :</b>	100
<b>Display Marks:</b>	Yes

## Communication Research

<b>Group Number :</b>	1
<b>Group Id :</b>	864351150
<b>Group Maximum Duration :</b>	0
<b>Group Minimum Duration :</b>	120
<b>Show Attended Group? :</b>	No
<b>Edit Attended Group? :</b>	No
<b>Break time :</b>	0
<b>Group Marks :</b>	100
<b>Is this Group for Examiner? :</b>	No

## Communication Research-1

<b>Section Id :</b>	864351580
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	20

**Number of Questions to be attempted :** 20  
**Section Marks :** 20  
**Mark As Answered Required? :** Yes  
**Sub-Section Number :** 1  
**Sub-Section Id :** 864351651  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 86435112515 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which of the following is/are criticism of the Thurstone Scale?

1. The construction of the scale is time-consuming and laborious
2. The ratings of the judges may be affected by their personal biases
3. Different respondents may obtain the same score agreeing with different statements
4. All of the above

**Options :**

- 86435141565. 1
- 86435141566. 2
- 86435141567. 3
- 86435141568. 4

**Question Number : 2 Question Id : 86435112516 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The relationship between the two variables is measured through

1. Mean
2. Correlation
3. Regression
4. Standard deviation

**Options :**

- 86435141569. 1

86435141570. 2

86435141571. 3

86435141572. 4

**Question Number : 3 Question Id : 86435112517 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Fundamental Research is otherwise called

1. Action Research
2. Survey
3. Pilot study
4. Pure Research

**Options :**

86435141573. 1

86435141574. 2

86435141575. 3

86435141576. 4

**Question Number : 4 Question Id : 86435112518 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following is a measure of dispersion?

1. Mean deviation
2. Inter-quartile Range
3. Correlation
4. All of the above

**Options :**

86435141577. 1

86435141578. 2

86435141579. 3

86435141580. 4

**Question Number : 5 Question Id : 86435112519 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The main objective of ..... studies is to acquire knowledge

1. Exploratory
2. Descriptive
3. Diagnostic
4. Descriptive and Diagnostic

**Options :**

- 86435141581. 1
- 86435141582. 2
- 86435141583. 3
- 86435141584. 4

**Question Number : 6 Question Id : 86435112520 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following is NOT statistically tested in qualitative research?

1. Conjecture
2. Assumption
3. Concepts
4. Hypothesis

**Options :**

- 86435141585. 1
- 86435141586. 2
- 86435141587. 3
- 86435141588. 4

**Question Number : 7 Question Id : 86435112521 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Research related to abstract ideas or concepts is

1. Empirical research
2. Conceptual Research
3. Quantitative research
4. Qualitative research

**Options :**

- 86435141589. 1
- 86435141590. 2
- 86435141591. 3
- 86435141592. 4

**Question Number : 8 Question Id : 86435112522 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A true zero is property of

1. Ordinal scale
2. Nominal scale
3. Ratio scale
4. Interval scale

**Options :**

- 86435141593. 1
- 86435141594. 2
- 86435141595. 3
- 86435141596. 4

**Question Number : 9 Question Id : 86435112523 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

P value stands for

1. Calculated probability
2. Positive correlation
3. Percentile point
4. Percentage

**Options :**

- 86435141597. 1
- 86435141598. 2
- 86435141599. 3
- 86435141600. 4

**Question Number : 10 Question Id : 86435112524 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Among the following, which is/are research design(s) based on a reference period?

1. Retrospective design
2. Prospective design
3. Retrospective-prospective design
4. All of the above

**Options :**

- 86435141601. 1
- 86435141602. 2
- 86435141603. 3
- 86435141604. 4

**Question Number : 11 Question Id : 86435112525 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Cluster sampling method
2. Simple random sampling method
3. Systematic sampling method
4. Stratified random sampling method

**Options :**

- 86435141605. 1
- 86435141606. 2
- 86435141607. 3
- 86435141608. 4

**Question Number : 12 Question Id : 86435112526 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Semiotics or textual analysis is more focused on studying

1. Manifest content
2. Latent content
3. Space devoted
4. Position of content

**Options :**

- 86435141609. 1
- 86435141610. 2
- 86435141611. 3
- 86435141612. 4

**Question Number : 13 Question Id : 86435112527 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Latency
2. Potency
3. Activity
4. Evaluative

**Options :**

- 86435141613. 1
- 86435141614. 2
- 86435141615. 3
- 86435141616. 4

**Question Number : 14 Question Id : 86435112528 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following is the first step in starting the research process?

1. Searching sources of information to locate problem(s)
2. Survey of related literature
3. Identification of problems
4. Searching for solutions to the problem

**Options :**

- 86435141617. 1
- 86435141618. 2
- 86435141619. 3
- 86435141620. 4

**Question Number : 15 Question Id : 86435112529 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Ordinal scale is known for

1. Ranking order
2. Ordinary scale
3. Objectivity
4. Refined scale

**Options :**

- 86435141621. 1
- 86435141622. 2
- 86435141623. 3
- 86435141624. 4

**Question Number : 16 Question Id : 86435112530 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following is a non-probability sampling?

1. Snowball
2. Random
3. Cluster
4. Stratified

**Options :**

- 86435141625. 1
- 86435141626. 2
- 86435141627. 3
- 86435141628. 4

**Question Number : 17 Question Id : 86435112531 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A variable which is manipulated is called a/an

1. Dependent variable
2. Discrete variable
3. Independent variable
4. Intervening variable

**Options :**

- 86435141629. 1
- 86435141630. 2
- 86435141631. 3
- 86435141632. 4

**Question Number : 18 Question Id : 86435112532 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Sampling error arises because of

1. Difference between sampling mean and population mean
2. Non-availability of respondents
3. Poorly formulated research design
4. Withdrawal of information by the respondents

**Options :**

- 86435141633. 1
- 86435141634. 2
- 86435141635. 3
- 86435141636. 4

**Question Number : 19 Question Id : 86435112533 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Qualitative research as method places importance on

1. Numerical data
2. Non-numerical data
3. Description
4. Interrogation

**Options :**

- 86435141637. 1
- 86435141638. 2
- 86435141639. 3
- 86435141640. 4

**Question Number : 20 Question Id : 86435112534 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A polytomous variable has

1. One category or value
2. Two categories or value
3. More than two categories or values
4. None of the above

**Options :**

- 86435141641. 1
- 86435141642. 2
- 86435141643. 3
- 86435141644. 4

## Communication Research-2

**Section Id :**

864351581

**Section Number :**

2

<b>Section type :</b>	Offline
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	10
<b>Number of Questions to be attempted :</b>	10
<b>Section Marks :</b>	30
<b>Mark As Answered Required? :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	864351652
<b>Question Shuffling Allowed :</b>	No

**Question Number : 21 Question Id : 86435112535 Question Type : SUBJECTIVE**

**Correct Marks : 3**

Explain the functional importance of research problems.

**Question Number : 22 Question Id : 86435112536 Question Type : SUBJECTIVE**

**Correct Marks : 3**

Discuss the concept of variability?

**Question Number : 23 Question Id : 86435112537 Question Type : SUBJECTIVE**

**Correct Marks : 3**

Write a short note on footnotes and end notes.

**Question Number : 24 Question Id : 86435112538 Question Type : SUBJECTIVE**

**Correct Marks : 3**

What is a control group?

**Question Number : 25 Question Id : 86435112539 Question Type : SUBJECTIVE**  
**Correct Marks : 3**

Delineate the sources used by researchers to arrive at research problems.

**Question Number : 26 Question Id : 86435112540 Question Type : SUBJECTIVE**  
**Correct Marks : 3**

Define Mean deviation?

**Question Number : 27 Question Id : 86435112541 Question Type : SUBJECTIVE**  
**Correct Marks : 3**

“For any research to be successful it must be well designed.” Justify this statement.

**Question Number : 28 Question Id : 86435112542 Question Type : SUBJECTIVE**  
**Correct Marks : 3**

Elaborate the importance of data analysis.

**Question Number : 29 Question Id : 86435112543 Question Type : SUBJECTIVE**  
**Correct Marks : 3**

What is personal interview?

**Question Number : 30 Question Id : 86435112544 Question Type : SUBJECTIVE**  
**Correct Marks : 3**

What is a cross-sectional design?

### Communication Research -3

<b>Section Id :</b>	864351582
<b>Section Number :</b>	3
<b>Section type :</b>	Offline
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	7
<b>Number of Questions to be attempted :</b>	5
<b>Section Marks :</b>	50
<b>Mark As Answered Required? :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	864351653
<b>Question Shuffling Allowed :</b>	No

**Question Number : 31 Question Id : 86435112545 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

Which are the major landmark research initiatives in communication research in India?

**Question Number : 32 Question Id : 86435112546 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

What is the difference between Qualitative and Quantitative Research methods?

**Question Number : 33 Question Id : 86435112547 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

What is semantic space? What are its dimensions? Describe briefly the nature of semantic differential scales.

**Question Number : 34 Question Id : 86435112548 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

Distinguish between external and internal ethics in mass media research.

**Question Number : 35 Question Id : 86435112549 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

Examine the types of longitudinal studies.

**Question Number : 36 Question Id : 86435112550 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

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

**Question Number : 37 Question Id : 86435112551 Question Type : SUBJECTIVE**  
**Correct Marks : 10**

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