

National Testing Agency

Question Paper Name :	Communication Research 28th August 2021 Shift 1
Subject Name :	Communication Research
Creation Date :	2021-08-28 19:32:01
Duration :	180
Total Marks :	100
Display Marks:	Yes

Communication Research

Group Number :	1
Group Id :	603489162
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Communication Research-1

Section Id :	603489230
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	20
Number of Questions to be attempted :	20
Section Marks :	20
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489458
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348912055 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

TV ratings are example of

1. Effect studies
2. Source studies
3. Content Analysis
4. Audience research

Options :

60348945735. 1

60348945736. 2

60348945737. 3

60348945738. 4

Question Number : 2 Question Id : 60348912056 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Converting a question into a Researchable problem is called

1. Solution
2. Examination
3. Problem formulation
4. Problem Solving

Options :

60348945739. 1

60348945740. 2

60348945741. 3

60348945742. 4

Question Number : 3 Question Id : 60348912057 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In experimental research the treatment is the

1. Independent variable
2. Random assignment
3. Dependent variable
4. The change

Options :

60348945743. 1

60348945744. 2

60348945745. 3

60348945746. 4

Question Number : 4 Question Id : 60348912058 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Relative error
2. Significant error
3. Sampling error
4. Simple error

Options :

60348945747. 1

60348945748. 2

60348945749. 3

60348945750. 4

Question Number : 5 Question Id : 60348912059 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Deliberate sampling and purposive sampling are also known as

1. Stratified Random Sampling
2. Probability Sampling
3. Non-probability Sampling
4. Convenience Sampling

Options :

60348945751. 1

60348945752. 2

60348945753. 3

60348945754. 4

Question Number : 6 Question Id : 60348912060 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The most common citation style used in social sciences is:

1. Chicago
2. APA style
3. Harvard
4. MLA

Options :

60348945755. 1

60348945756. 2

60348945757. 3

60348945758. 4

Question Number : 7 Question Id : 60348912061 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A variable which takes only finite number of values is termed as

1. Continuous variable
2. Discrete variable
3. Extraneous variable
4. Intervening variable

Options :

60348945759. 1

60348945760. 2

60348945761. 3

60348945762. 4

Question Number : 8 Question Id : 60348912062 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Structured Interview is

1. Set of question
2. Talking point
3. Casual conversation
4. None of these

Options :

60348945763. 1

60348945764. 2

60348945765. 3

60348945766. 4

Question Number : 9 Question Id : 60348912063 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

All ex-post facto studies and historical studies are design studies.

1. Retrospective
2. Prospective
3. Cross sectional
4. Longitudinal

Options :

60348945767. 1

60348945768. 2

60348945769. 3

60348945770. 4

Question Number : 10 Question Id : 60348912064 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Research objectives are statements of

1. The specific aims of the study
2. The time required for the completion of the study
3. The analysis procedure proposed to be used
4. The sampling procedure proposed to be used

Options :

60348945771. 1

60348945772. 2

60348945773. 3

60348945774. 4

Question Number : 11 Question Id : 60348912065 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

If the two variables are inversely related then it is

1. Positive correlation
2. Negative correlation
3. No correlation
4. None of these

Options :

60348945775. 1

60348945776. 2

60348945777. 3

60348945778. 4

Question Number : 12 Question Id : 60348912066 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Interaction effect among variables
2. The findings twice
3. The effect of more than two dependent variables
4. The effect of more than two independent variables

Options :

60348945779. 1

60348945780. 2

60348945781. 3

60348945782. 4

Question Number : 13 Question Id : 60348912067 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The awareness of the subjects under observation in an experiment may lead to:

1. Maturation effect
2. Hawthorne effect
3. Observation bias
4. Selection bias

Options :

60348945783. 1

60348945784. 2

60348945785. 3

60348945786. 4

Question Number : 14 Question Id : 60348912068 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How data is collected in repeated cross-sectional study?

1. From the same topic each time
2. From the same sample of individuals each time
3. From the repeated group each time
4. From a different sample of individuals each time

Options :

60348945787. 1

60348945788. 2

60348945789. 3

60348945790. 4

Question Number : 15 Question Id : 60348912069 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Kumar R
2. Walliman, N
3. Kerlinger, F. N
4. Larabee, R

Options :

60348945791. 1
60348945792. 2
60348945793. 3
60348945794. 4

Question Number : 16 Question Id : 60348912070 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A research which follows case study method is called

1. Clinical or diagnostic
2. Causal
3. Analytical
4. Qualitative

Options :

60348945795. 1
60348945796. 2
60348945797. 3
60348945798. 4

Question Number : 17 Question Id : 60348912071 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The concrete observable events which represent the abstract concepts or constructs are called

1. Data
2. Sample
3. Variable
4. Proposition

Options :

60348945799. 1

60348945800. 2

60348945801. 3

60348945802. 4

Question Number : 18 Question Id : 60348912072 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Reasoning from general to particular is called

1. Induction
2. Deduction
3. Observation
4. Experience

Options :

60348945803. 1

60348945804. 2

60348945805. 3

60348945806. 4

Question Number : 19 Question Id : 60348912073 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A Hypothesis which develops while planning the research is

1. Null Hypothesis
2. Working Hypothesis
3. Relational Hypothesis
4. Descriptive Hypothesis

Options :

60348945807. 1

60348945808. 2

60348945809. 3

60348945810. 4

Question Number : 20 Question Id : 60348912074 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In a observation researcher is a part of observation

1. Non participant
2. Participant
3. Structural
4. Unstructured

Options :

60348945811. 1

60348945812. 2

60348945813. 3

60348945814. 4

Communication Research-2

Section Id : 603489231

Section Number : 2

Section type : Offline

Mandatory or Optional : Mandatory

Number of Questions :	10
Number of Questions to be attempted :	10
Section Marks :	30
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489459
Question Shuffling Allowed :	No

Question Number : 21 Question Id : 60348912075 Question Type : SUBJECTIVE

Correct Marks : 3

Explains the four steps involved in literature review

Question Number : 22 Question Id : 60348912076 Question Type : SUBJECTIVE

Correct Marks : 3

What is cross sectional design?

Question Number : 23 Question Id : 60348912077 Question Type : SUBJECTIVE

Correct Marks : 3

Explain the concept of probability.

Question Number : 24 Question Id : 60348912078 Question Type : SUBJECTIVE

Correct Marks : 3

Explain the functional importance of research problem.

Question Number : 25 Question Id : 60348912079 Question Type : SUBJECTIVE

Correct Marks : 3

Explain briefly, what is internal validity?

Question Number : 26 Question Id : 60348912080 Question Type : SUBJECTIVE

Correct Marks : 3

What are the merits of a pie chart?

Question Number : 27 Question Id : 60348912081 Question Type : SUBJECTIVE

Correct Marks : 3

Why experiments are weak on external validity?

Question Number : 28 Question Id : 60348912082 Question Type : SUBJECTIVE

Correct Marks : 3

What is randomization and what are its advantages?

Question Number : 29 Question Id : 60348912083 Question Type : SUBJECTIVE

Correct Marks : 3

What is mean? Illustrate its calculation.

Question Number : 30 Question Id : 60348912084 Question Type : SUBJECTIVE

Correct Marks : 3

What is the coefficient of rank correlation?

Communication Research-3

Section Id :

603489232

Section Number :	3
Section type :	Offline
Mandatory or Optional :	Mandatory
Number of Questions :	7
Number of Questions to be attempted :	5
Section Marks :	50
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489460
Question Shuffling Allowed :	No

Question Number : 31 Question Id : 60348912085 Question Type : SUBJECTIVE

Correct Marks : 10

How can research be classified into various types from the following three perspectives:

- (i) Research Approach or Inquiry Mode,
- (ii) Application of Results
- (iii) Study Purpose.

Question Number : 32 Question Id : 60348912086 Question Type : SUBJECTIVE

Correct Marks : 10

What is a measurement scale? What is the difference between nominal and ordinal scale?

Question Number : 33 Question Id : 60348912087 Question Type : SUBJECTIVE

Correct Marks : 10

What are the 5 elements of verbal model of Communication and their corresponding research areas?

Question Number : 34 Question Id : 60348912088 Question Type : SUBJECTIVE

Correct Marks : 10

Outline the procedures involved in the construction of Thurstone Scales or Likert Scales or Guttman Scales.

Question Number : 35 Question Id : 60348912089 Question Type : SUBJECTIVE

Correct Marks : 10

Distinguish between external and internal ethics in mass communication research.

Question Number : 36 Question Id : 60348912090 Question Type : SUBJECTIVE

Correct Marks : 10

How does snowball sampling differs from quota sampling. Explain with examples.

Question Number : 37 Question Id : 60348912091 Question Type : SUBJECTIVE

Correct Marks : 10

Using the Cochran's formula, calculate the sample size for an infinite population and then for a finite population of 5000.