



ALLAMA IQBAL OPEN UNIVERSITY			
Level	PGD /M.Sc	Semester	Autumn 2021
Paper	Course Code (5629)	Time Allowed	03 Hours
NOTE: ATTEMPT ANY FIVE QUESTIONS.			
Q. No.	Questions	Marks	
Q.No.1	What sources can be used for selection of a good research topic? Give your own examples.	20	
Q.No.2	How is scientific method different from other methods of knowledge/knowing?	20	
Q.No.3	Highlight the differences among various levels of measurement.	20	
Q.No.4	Compare probability and non-probability sampling techniques in terms of their uses.	20	
Q.No.5	Discuss the criteria for designing a good questionnaire.	20	
Q.No.6	Define longitudinal research and discuss its various types of longitudinal research.	20	
Q.No.7	What is an experimental design? Elaborate various types of experimental design?	20	
Q.No.8	Write a Critical note on gathering survey data through various data collection techniques?	20	

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Level	M.Sc	Semester	Autum
Paper	Research Methods in Mass Communication-II (5630)	Time Allowed	03 H

NOTE: ATTEMPT ANY FIVE QUESTIONS.

Q. No.	Questions
✓ Q.No.1	What is Central Tendency of data? Discuss different techniques to measure it.
✓ Q.No.2	What methodologies can be devised to measure the effects of advertising on the audiences?
✓ Q.No.3	What is a Research Hypothesis? Explain the purpose and criteria of developing a research hypothesis.
Q.No.4	Explain Chi-square, T-test and ANOVA.
✓ Q.No.5	Mention the techniques to assess a public relations campaign.
✓ Q.No.6	What is qualitative research? Explain different types of it.
Q.No.7	What statistical procedures are used to measure Correlation? Explain.
Q.No.8	Elaborate different types of inferential statistics and explain their appropriate use.

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Level	M.Sc	Semester	Autumn 2
Paper	Theories of Mass Communication-II (5635)	Time Allowed	03 Hour

NOTE: ATTEMPT ANY FIVE QUESTIONS.

Q.No	Questions	Marks
1 ✓	Define science and differentiate it from other methods of knowing.	20
2 ✓	What is perception and what are the factors which influence it?	20
3 ✓	In general what are the basic elements of a model which represent the process of mass communication?	20
4	Discuss dissonance theory in the context of information seeking and avoidance both in interpersonal communication and mass communication	20
5	Discuss the role of one-sided and two-sided messages in persuasion.	20
6	What is encoding? How do the in-built characteristics of language make encoding difficult?	20
7 ✓	What do you know about the spiral of silence theory?	20
8 ✓	Explain the uses-and gratifications theory.	20

ALLAMA IQBAL OPEN UNIVERSITY		
Level	M.Sc	Semester
Paper	Theories of Mass Communication-II (5636)	Time Allowed
NOTE: ATTEMPT ANY FIVE QUESTIONS.		
Q.No	Questions	M
1	What do you know about social identification model?	20
2 ✓	What is an innovation and what are characteristics of an innovation?	20
3	What techniques are used in journalism for setting newspaper agenda	20
4 ✓	Discuss the knowledge gap hypothesis.	20
5	Explain the concepts of mainstreaming, resonance and mean world syndrome.	20
6 ✓	What are those needs which make people to use mass media?	20
7 ✓	What is chain ownership? Do you think chain ownership influence media content?	20
8 ✓	Discuss functions of mass media.	20