

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
(Department of Mass Communication)

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**ASSIGNMENT # 1**  
(Units: 10-13)

**Course: Research Methods in Mass Communication-II (5630) Semester: Spring 2014**  
**Level: M.Sc** **Total Marks. 100**  
**Pass Marks: 40**

Note: ATTEMPT ALL QUESTIONS

- Q.1           What are descriptive statistics? Why do we use descriptive statistics in research? Also discuss the various techniques of central tendency and dispersion. 20
- Q.2.           What do you mean by hypothesis in research? What are the various types of hypothesis? Explain the purposes of hypothesis and the criteria of stating a good hypothesis. 20
- Q.3           What are non-parametric statistics? In which research situations researchers use these statistics? 20
- Q.4.           Which statistics do we use for exploring correlation between two and/ or more than two variables? 20
- Q.5           What research procedures are used for conducting readership research studies? 20

**ASSIGNMENT # 2**  
(Units: 14-18)

Total Marks: 100  
Pass Marks: 40

Note: ATTEMPT ALL QUESTIONS

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| Q.1 | What procedures/methods are used for data collection in rating research in the electronic media? | 20 |
| Q.2 | What steps are taken for conducting campaign assessment research?                                | 20 |
| Q.3 | Discuss the procedure of performing cultivation analysis.  | 20 |
| Q.4 | What do you know about research ethics?  | 20 |
| Q.5 | Explain the mechanics of report writing.   | 20 |