

K.P.B. Hinduja College
Perspective on Communication MCQ's
Test

1. Communication constitutes _____ and in so doing, it reconstitutes the entities that are related.
 - a. **Relationships**
 - b. Conflicts
 - c. Convergence
 - d. Agreement

2. The press and the media do not reflect reality; they filter and shape it. This is an underlying assumption of which theory?
 - a. Dependency theory
 - b. **Agenda setting theory**
 - c. Binarisation theory
 - d. Coordinated management of meaning theory

3. In their studies on agenda setting McCombs and Shaw focused on which two elements?
 - a. Journalism and advertising
 - b. Principles and ethics of advertising
 - c. **Awareness and information**
 - d. Reach and circulation

4. What is a verbal and social activity of reason aimed at increasing (or decreasing) the acceptability of a controversial standpoint for the listener or reader, by putting forward a constellation of propositions intended to justify (or refute) the standpoint before a rational judge called?
 - a. Discussion
 - b. Critical thinking
 - c. Strategic thinking
 - d. **Argumentation**

5. Nonverbal communication is accompanied with what other form of communication in argumentation and can play an important role.
 - a. **Verbal**
 - b. Formal
 - c. Informal
 - d. Discursive

**SOCIAL SCIENCE RESEARCH DESIGN MAPR MACJ SEM IV
SAMPLE PAPER**

1. If a study is "reliable", this means that:
 - A. The findings can be generalized to other social settings
 - B. The measures devised for concepts are stable on different occasions**
 - C. It was conducted by a reputable researcher who can be trusted
 - D. The methods are stated clearly enough for the research to be replicated

2. FGD is an example of _____ methodology
 - A. Quantitative
 - B. Qualitative**
 - C. Formulation of Population
 - D. Literature Review

3. If you have an incomplete list of the population you may not be able to sample every member of the_____.
 - A. population**
 - B. sample
 - C. census
 - D. unit

4. An important practical issue to consider when designing a research project is:
 - A. Which theoretical perspective you find most interesting
 - B. Whether or not you have time to eat breakfast first
 - C. How much time and money you have to conduct the research**
 - D. How much time will you get to sleep?

5. Longitudinal researches are normally conducted for _____
 - A. Longer period of time**
 - B. Shorter period of time
 - C. Time doesn't matter
 - D. All of the above