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

Course: Behavioural Research Part-II (6634)   **Semester Spring 2014**
Level M.Phil   **Total Marks 100**
                                                                              Pass Marks: 50

ASSIGNMENT No.1

Note: ATTEMPT ALL QUESTIONS

Q.1.   What does data analysis mean? Why do we do categorization? What are the rules of categorization?   25

Q.2   What is meant by frequency distribution? Discuss the measures of central tendency and variability/dispersion.   25

Q.3   Discuss the rationale of using of crossbreaks in research. What are the various types of crossbreaks? Which statistical test of significance is used in crossbreaks?   25

Q.4   Discuss in which research situations we use t test, F test, and correlation   25 coefficients. Also explain the strengths and weaknesses of these measures.

ASSIGNMENT No. 2

Note: ATTEMPT ALL QUESTIONS

Q. 1   What are the strengths of factorial design? What procedure is used in factorial analysis of variance? Give at least one example of each factorial analysis of variance with two variables and factorial analysis of variance with three or more than three variables.   25

Q.2   What do you mean by non-parametric statistics? What are the various non-parametric tests?   25

Q.3   What are those research situations which call for using multiple regression analysis? Which values are used in this statistical technique and how are they interpreted?   25

Q.4   Select two research topics and state hypotheses on the presumed relations between your variables which may demand for applying multiple regression analysis and the factorial analysis.   25