
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YKT 211 – THEORY AND RESEARCH II

Duration : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer **THREE [3]** questions.

Question **[1]** and **[2]** are compulsory.

Each question carries 100 marks.

1. Explain **FOUR [4]** of the following concepts:
 - (a) Scientific method
 - (b) Pilot study
 - (c) Operationalisation
 - (d) Variable
 - (e) Sampling
 - (f) Covert participation
 - (g) Reliability

2. You are assigned to conduct a study on children and their viewing of cartoons on television. Elaborate on the approach that will be used, research methods, size and type of sampling that would be selected to implement this project.

3. Questionnaire is a research tool that is able to elicit information that provides answers to the research questions. Using examples, elaborate on the factors that need to be considered when writing questions.

4. Discuss how the positivist paradigm differs from the interpretive paradigm in the research process.