School of Liberal Education

Bachelor of Arts in Journalism and Mass Communication
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - K2UA602R - Science Communication

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1)	List two advantages of using PubMed for medical and life sciences research.	K2 (2)
2)	What is an API in the context of data extraction, and how does it facilitate information retrieval?	K1 (3)
3)	Explain the importance of Research Metrics in evaluating the quality and impact of academic research.	K2 (4)
4)	Explain how science communication contributes to public engagement with research.	K2 (6)
5)	Identify the fields in which Zipf's Law is commonly applied and analyze its relevance.	K3 (6)
6)	Apply Bradford's Law to categorize journals in a specific research field.	K3 (9)
7)	List three basic arithmetic operations that can be performed in R.	K4 (8)
8)	Examine the purpose of the "mean" function in R and compare it with the "median" function.	K4 (12)

OR

	List three key arguments that can be passed to the "plot" function in R.	K4 (12)