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**School of Liberal Education**

**Bachelor of Arts in Journalism and Mass Communication  
Semester End Examination - May 2024**

**Duration : 180 Minutes**

**Max Marks : 100**

**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) What is PubMed and how is it used in academic research? K1 (2)
- 2) Explain how bibliometrics and impact factor are related in evaluating research output. K2 (4)
- 3) Interpret the role of plain language summaries in science communication. K2 (6)
- 4) Apply Lotka's Law to predict the number of one-time authors in a given publication dataset. K3 (9)
- 5) Discuss how Bradford's Law is applied in the context of information retrieval, exploring its implications and significance. K3 (9)
- 6) Provide a comprehensive explanation of how Bradford's Law is applied in information science. K5 (10)
- 7) Analyze the differences between the g-index and the h-index in measuring individual research impact. K4 (12)
- 8) Compare the advantages and disadvantages of encoding categorical variables using one-hot encoding and label encoding. K5 (15)
- 9) Elaborate on the importance of Lotka's Law concerning the distribution of authorship. K5 (15)
- 10) Create a comprehensive pre-processing pipeline that incorporates data scaling, encoding, and feature selection. K6 (18)