

4. (c) Elaborate on any four attitude measurement scales with appropriate examples. (7)
- (d) Write a note on copy research. (8)
5. Explain **any three** of the following topics: (15)
- (a) Desk research.
 - (b) Post testing.
 - (c) Hypothesis.
 - (d) Concept testing.
 - (e) Measurement Scales
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