

|     |                                                               |
|-----|---------------------------------------------------------------|
| CO1 | Work in different production phases                           |
| CO2 | Handle various equipments which are used in video production. |
| CO3 | Shoot video in single and multi camera setup.                 |
| CO4 | Do video production of different genre.                       |
| CO5 | Learn multimedia production skills and techniques             |

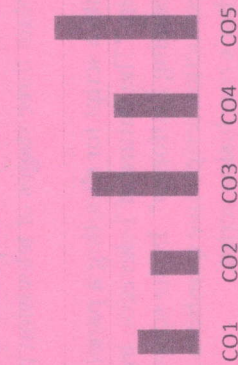
### GRAPHICAL REPRESENTATION

**Bloom's Level wise Marks Distribution**



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

**Course Outcome Wise Marks Distribution**



|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                              |                                                                    |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------------------------------------------------------------------|
| <b>JGI</b>                      | <b>ARKA JAIN University</b><br>Jharkhand                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>NAAC GRADE A</b><br>ACCREDITED UNIVERSITY | [07-05-2025]<br><b>END SEM EXAMINATION</b><br>School of Humanities |
| Program                         | Bachelor of Arts (Journalism and Mass Communication Hons.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                              |                                                                    |
| Subject Name                    | Television Production                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Session                                      | Even, 2024-2025                                                    |
| Semester                        | VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Year                                         | May, 2025                                                          |
| Time: 3 Hour<br>Max. Marks : 60 | <ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of Written Material, <u>Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u></li> </ul> |                                              |                                                                    |
| Knowledge Level (KL)            | K1 : Remembering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | K3 : Applying                                | K5 : Evaluating                                                    |
|                                 | K2 : Understanding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | K4 : Analysing                               | K6 : Creating                                                      |

| Q. N | QUESTIONS                                                                                                                                                                                                                                          | Marks | COs | KL |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|----|
| i    | How has television changed in the modern era?<br>(a) It remains unchanged from its early days<br>(b) It has lost its relevance due to social media<br>(c) It has adapted to digital platforms and streaming<br>(d) It only broadcasts live content | 01    | CO4 | K4 |
| ii   | Which of the following is a key opportunity television offers?<br>(a) Restricted audience access<br>(b) High production costs<br>(c) Mass communication outreach<br>(d) Limited content diversity                                                  | 01    | CO1 | K3 |
| iii  | The "rule of thirds" is used in:<br>(a) Camera composition<br>(b) Video editing<br>(c) Audio recording<br>(d) Television scheduling                                                                                                                | 01    | CO3 | K2 |
| iv   | Which part of the camera controls the amount of light entering the lens?<br>(a) Viewfinder<br>(b) Aperture<br>(c) Shutter<br>(d) Battery                                                                                                           | 01    | CO2 | K1 |

### Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks



|                                                                                                  |                                                                                                                                                                                                                                                                                                         |       |     |    |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|----|
| v                                                                                                | Which type of lighting is used to create strong shadows and dramatic effects?<br>(a) Soft light<br>(b) Hard light<br>(c) Fill light<br>(d) Background light                                                                                                                                             | 01    | CO3 | K2 |
| vi                                                                                               | What is the aspect ratio of standard HDTV?<br>(a) 4:3<br>(b) 16:9<br>(c) 1:1<br>(d) 21:9                                                                                                                                                                                                                | 01    | CO5 | K1 |
| vii                                                                                              | What is white balance in video shooting?<br>(a) Adjusting the color temperature for accurate color representation<br>(b) Reducing the brightness of the image<br>(c) A method of reducing camera shake<br>(d) A technique used in sound editing                                                         | 01    | CO3 | K3 |
| viii                                                                                             | What does post-production include?<br>(a) Filming scenes<br>(b) Audio and video editing<br>(c) Scriptwriting<br>(d) Casting                                                                                                                                                                             | 01    | CO1 | K1 |
| ix                                                                                               | What is a major challenge of using virtual reality sets in live television production?<br>(a) The need for a large physical set<br>(b) The inability to modify backgrounds in real-time<br>(c) The requirement for high-end computing power and real-time rendering<br>(d) The lack of creative freedom | 01    | CO5 | K5 |
| x                                                                                                | What is a major limitation of television as a medium?<br>(a) It can reach a wide audience instantly<br>(b) It has high production costs<br>(c) It provides real-time updates<br>(d) It allows interactive communication                                                                                 | 01    | CO4 | K4 |
| <b>Section B (Answer any FOUR out of SIX) – 20 Marks</b><br><b>(Each question Carry 5 Marks)</b> |                                                                                                                                                                                                                                                                                                         |       |     |    |
| Q. No.                                                                                           | QUESTIONS                                                                                                                                                                                                                                                                                               | Marks | COs | KL |
| 2                                                                                                | What are the key opportunities television provides to its audience?                                                                                                                                                                                                                                     | 05    | CO4 | K4 |
| 3                                                                                                | What is a script breakdown? Why script breakdown is necessary?                                                                                                                                                                                                                                          | 05    | CO1 | K2 |
| 4                                                                                                | What is a virtual reality set? How is it used in television production?                                                                                                                                                                                                                                 | 05    | CO5 | K3 |

|                                                                                                   |                                                                                                                                                                                                                                             |       |     |    |
|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|----|
| 5                                                                                                 | What is the importance of a production budget in television production?                                                                                                                                                                     | 05    | CO1 | K5 |
| 6                                                                                                 | What are the key roles in a television production team?                                                                                                                                                                                     | 05    | CO1 | K2 |
| 7                                                                                                 | How does a shooting schedule help in production management?                                                                                                                                                                                 | 05    | CO3 | K4 |
| <b>Section C (Answer any TWO out of FOUR) – 30 Marks</b><br><b>(Each question Carry 15 Marks)</b> |                                                                                                                                                                                                                                             |       |     |    |
| Q. No.                                                                                            | QUESTIONS                                                                                                                                                                                                                                   | Marks | COs | KL |
| 8                                                                                                 | Explain different genre of television shows?                                                                                                                                                                                                | 15    | CO4 | K2 |
| 9                                                                                                 | Describe the three-point lighting system and its application in television production.                                                                                                                                                      | 15    | CO2 | K3 |
| 10                                                                                                | Explain three stages of television production?                                                                                                                                                                                              | 15    | CO1 | K2 |
| 11                                                                                                | Write a script for shooting a panel discussion on the topic: "The Future of Television in the Age of Streaming Platforms". In the script include anchor's introduction script, five questions for the guest and anchor's conclusion script. | 15    | CO4 | K6 |



|                 |     |                                                                       |
|-----------------|-----|-----------------------------------------------------------------------|
| Course Outcomes | CO1 | Develop their understanding on the concepts of public relations       |
|                 | CO2 | Learn process and techniques involved in public relations             |
|                 | CO3 | Develop their PR and corporate communication skills                   |
|                 | CO4 | Develop effective corporate communication strategy                    |
|                 | CO5 | Design and implement media related to corporate social responsibility |

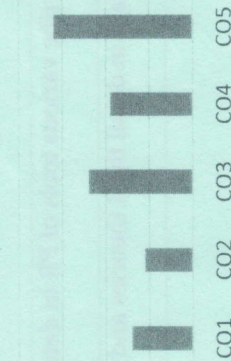
#### GRAPHICAL REPRESENTATION

**Bloom's Level wise Marks Distribution**



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

**Course Outcome Wise Marks Distribution**



|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                |                 |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------------|
| Program                         | Bachelor of Arts (Journalism and Mass Communication Hons.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                 |
| Subject Name                    | Public Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Session        | Even, 2024-2025 |
| Semester                        | VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Year           | May, 2025       |
| Time: 3 Hour<br>Max. Marks : 60 | <ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u></li> </ul> |                |                 |
| Knowledge Level (KL)            | K1 : Remembering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | K3 : Applying  | K5 : Evaluating |
|                                 | K2 : Understanding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | K4 : Analysing | K6 : Creating   |

| Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks |                                                                                                                                                                                                                                          |       |             |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------|
| Q.N                                                                | QUESTIONS                                                                                                                                                                                                                                | Marks | COs         |
| 1                                                                  |                                                                                                                                                                                                                                          |       | KL          |
| i                                                                  | Who is considered the father of modern public relations?<br>a) Edward Bernays      b) Ivy Lee<br>c) Marshall McLuhan    d) Harold Lasswell                                                                                               | 01    | CO1      K1 |
| ii                                                                 | Which of the following PR tools was widely used in ancient civilizations?<br>a) Press releases      b) Pamphlets<br>c) Public speeches     d) Social media campaigns                                                                     | 01    | CO2      K2 |
| iii                                                                | The rise of digital media has significantly changed PR by emphasizing which of the following?<br>a) Traditional media<br>b) One-way communication<br>c) Two-way interaction and engagement<br>d) Exclusive reliance on press conferences | 01    | CO2      K2 |
| iv                                                                 | The first step in the PR process is:<br>a) Planning              b) Communication<br>c) Research             d) Evaluation                                                                                                               | 01    | CO1      K3 |
| v                                                                  | Which PR tool involves direct interaction with journalists to gain media coverage?<br>a) Media relations      b) Brochures<br>c) Newsletters          d) Sponsorships                                                                    | 01    | CO3      K3 |



| vi                                                                                        | Which of the following is NOT a key area of corporate communication?<br>a) Internal communication<br>b) Investor relations<br>c) Customer service<br>d) Video game development                                                                                                  | 01    | CO4 | K2 |
|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|----|
| vii                                                                                       | Which of the following is a key component of corporate communication?<br>a) Press releases<br>b) Financial auditing<br>c) Manufacturing processes<br>d) Software development                                                                                                    | 01    | CO4 | K4 |
| viii                                                                                      | Which PR model is based on one-way communication, often used by government agencies and organizations for informational purposes?<br>a) Press Agency<br>b) Public Information<br>c) Two-Way Asymmetrical<br>d) Two-Way Symmetrical                                              | 01    | CO2 | K5 |
| ix                                                                                        | The Situational Theory of Publics, developed by James Grunig, classifies audiences based on:<br>a) Their income level<br>b) Their level of involvement and problem recognition<br>c) Their geographical location<br>d) Their education level                                    | 01    | CO2 | K4 |
| x                                                                                         | The Spiral of Silence Theory suggests that:<br>a) People are always willing to share their opinions<br>b) People may remain silent if they believe their opinion is in the minority<br>c) Media has no role in shaping opinions<br>d) PR should focus only on positive messages | 01    | CO3 | K5 |
| <b>Section B (Answer any FOUR out of SIX) – 20 Marks</b><br>(Each question Carry 5 Marks) |                                                                                                                                                                                                                                                                                 |       |     |    |
| Q. No.                                                                                    | QUESTIONS                                                                                                                                                                                                                                                                       | Marks | COs | KL |
| 2                                                                                         | Explain Grunig and Hunt's four models of public relations with suitable examples.                                                                                                                                                                                               | 05    | CO1 | K2 |
| 3                                                                                         | Define press releases and explain their role as a tool in public relations.                                                                                                                                                                                                     | 05    | CO1 | K1 |
| 4                                                                                         | Describe the following:<br>a. Media relations b. Crisis management c. Press conference d. Backgrounder e. Press brief                                                                                                                                                           | 05    | CO4 | K6 |

| 5                                                                                          | Discuss the advantages and challenges of using social media for corporate communication.                         | 05    | CO4 | K5 |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------|-----|----|
| 6                                                                                          | Discuss the relationship between corporate identity, corporate image, and corporate reputation.                  | 05    | CO4 | K4 |
| 7                                                                                          | Describe any 5 tools of PR.                                                                                      | 05    | CO2 | K2 |
| <b>Section C (Answer any TWO out of FOUR) – 30 Marks</b><br>(Each question Carry 15 Marks) |                                                                                                                  |       |     |    |
| Q. No.                                                                                     | QUESTIONS                                                                                                        | Marks | COs | KL |
| 8                                                                                          | Analyze the role of corporate social responsibility (CSR) in shaping a company's corporate image and reputation. | 15    | CO5 | K5 |
| 9                                                                                          | Discuss the RACE process of PR in great detail.                                                                  | 15    | CO2 | K3 |
| 10                                                                                         | Describe various tools of PR in detail.                                                                          | 15    | CO1 | K2 |
| 11                                                                                         | Explain in detail the 4 theories and the 4 models of PR.                                                         | 15    | CO1 | K5 |

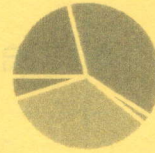


| Section C (Answer any TWO out of FOUR) – 30 Marks<br>(Each question Carry 15 Marks) |                                                                                                                                                                                                                 |       |               |    |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------|----|
| Q. No.                                                                              | QUESTIONS                                                                                                                                                                                                       | Marks | COs           | KL |
| 8                                                                                   | Discuss the process of preparing and compiling a research report in communication research. What are the key components that must be included?                                                                  | 15    | CO6           | K5 |
| 9                                                                                   | Explain the concept of experimental research design. Discuss its principles and features. How does it differ from exploratory and descriptive designs?                                                          | 15    | CO2           | K4 |
| 10                                                                                  | You are conducting a study on the impact of digital media on political awareness among youth. Describe the sampling techniques, data collection methods, and statistical tools you would use for this research. | 15    | CO3, CO4, CO5 | K4 |
| 11                                                                                  | Explain the role of data processing in media research. Discuss the importance of editing, coding, and tabulation, and how these steps contribute to the research's reliability and validity.                    | 15    | CO4           | K4 |

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

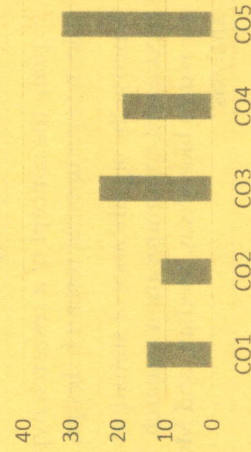
| Course Outcomes          | CO1                                                                                                  | CO2                                                                         | CO3                                                                    | CO4                                                          | CO5                                                                    | CO6                                  |
|--------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------|
|                          | Develop an understanding of the basic framework of communication and media research and methodology. | Explain the features of a good media research design and its various types. | Acquire in depth knowledge about different methods of data collection. | Know the various sampling techniques and processing of data. | Students will know the application of statistical methods in research. | Prepare and compile research report. |
| GRAPHICAL REPRESENTATION |                                                                                                      |                                                                             |                                                                        |                                                              |                                                                        |                                      |

**Bloom's Level wise Marks Distribution**



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

**Course Outcome Wise Marks Distribution**



|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                       |                                                             |                                  |  |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------|--|
|  | <b>ARKA JAIN University</b><br>Jharkhand                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>NAAC</b><br>GRADE <b>A</b><br><small>ACCREDITED UNIVERSITY</small> | [12-05-2025]<br>END SEM EXAMINATION<br>School of Humanities |                                  |  |
| Program                                                                           | Bachelor of Arts (Journalism & Mass Communication Hons.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                       |                                                             |                                  |  |
| Subject Name                                                                      | Introduction to Communication Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                       | Session                                                     | Even, 2024-2025                  |  |
| Semester                                                                          | VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                       | Year                                                        | May, 2025                        |  |
| Time: 3 Hour<br>Max. Marks : 70                                                   | <ul style="list-style-type: none"><li>Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u></li><li>Answer all Questions of Section A (Compulsory)</li><li>Answer Any Four out of Six of Section B</li><li>Answer Any Two out of Four of Section C</li><li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u></li></ul> |                                                                       |                                                             |                                  |  |
|                                                                                   | Knowledge Level (KL)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | K1 : Remembering<br>K2 : Understanding                                | K3 : Applying<br>K4 : Analysing                             | K5 : Evaluating<br>K6 : Creating |  |

| Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks |                                                                                                                                                                                                                                                                                                                                                          |       |     |    |  |
|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|----|--|
| Q. N1                                                               | QUESTIONS                                                                                                                                                                                                                                                                                                                                                | Marks | COs | KL |  |
| i                                                                   | What is the primary goal of the course "Introduction to Communication Research"?<br>a) To teach the use of media in communication<br>b) To understand communication theories<br>c) To develop research skills<br>d) All of the above                                                                                                                     | 01    | CO1 | K1 |  |
| ii                                                                  | Which of the following is the main difference between applied research and basic research?<br>a) Applied research is theoretical, basic research is practical<br>b) Basic research seeks solutions, applied research builds knowledge<br>c) Basic research is for academic purposes, applied research is for real-world problems<br>d) Both are the same | 01    | CO2 | K2 |  |
| iii                                                                 | Which of the following is not part of the features of a good research design?<br>a) Clear hypothesis<br>b) Randomized selection of subjects<br>c) Detailed data analysis<br>d) Clear experiment validity                                                                                                                                                 | 01    | CO2 | K3 |  |



|      |                                                                                                                                                                                                                                                                     |    |     |    |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|----|
| iv   | Which of the following is not a method of data collection in media and communication research?<br>a) Content analysis<br>b) Focus group discussion<br>c) Telephonic interviews<br>d) Brainstorming sessions                                                         | 01 | CO3 | K2 |
| v    | In which type of sampling does every member of the population have an equal chance of being selected?<br>a) Convenience sampling<br>b) Simple random sampling<br>c) Stratified sampling<br>d) Snowball sampling                                                     | 01 | CO4 | K3 |
| vi   | What is the main purpose of pre-testing a questionnaire in communication research?<br>a) To confirm the length of the questionnaire<br>b) To check the clarity and reliability of questions<br>c) To ensure the questions are accurate<br>d) To gather initial data | 01 | CO5 | K2 |
| vii  | Which of the following is a statistical tool used to assess the relationship between two variables in communication research?<br>a) Chi-square test<br>b) Correlation analysis<br>c) Median<br>d) Mode                                                              | 01 | CO5 | K3 |
| viii | Which research design focuses on manipulating variables to observe effects in a controlled environment?<br>a) Exploratory design<br>b) Descriptive design<br>c) Experimental design<br>d) Case study                                                                | 01 | CO2 | K3 |
| ix   | What is the first step in the data processing stage of research?<br>a) Data classification<br>b) Data coding<br>c) Data editing<br>d) Data tabulation                                                                                                               | 01 | CO6 | K1 |

| x                                                                                          | Which of the following is not a measure of central tendency?<br>a) Mean<br>b) Mode<br>c) Median<br>d) Standard deviation                                                                                                                                | 01    | CO5 | K2 |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|----|
| xi                                                                                         | What is the role of the moderator in a focus group discussion?<br>a) To answer questions<br>b) To collect quantitative data<br>c) To guide the discussion and ensure all participants speak<br>d) To analyze the responses                              | 01    | CO3 | K2 |
| xii                                                                                        | Which of the following is a characteristic of non-probability sampling?<br>a) Every individual has an equal chance of being selected<br>b) Selection is based on convenience or judgment<br>c) It is used in large-scale surveys<br>d) Random selection | 01    | CO4 | K2 |
| <b>Section B (Answer any FOUR out of SIX) – 28 Marks</b><br>(Each question Carry 07 Marks) |                                                                                                                                                                                                                                                         |       |     |    |
| Q. No.                                                                                     | QUESTIONS *                                                                                                                                                                                                                                             | Marks | COs | KL |
| 2                                                                                          | Discuss the importance of media and communication research. How does it contribute to understanding media's role in society?                                                                                                                            | 07    | CO1 | K2 |
| 3                                                                                          | Explain the different types of research designs. Provide examples of situations where each type is applicable.                                                                                                                                          | 07    | CO2 | K3 |
| 4                                                                                          | Describe the methods of data collection used in communication research. Discuss the advantages and limitations of each.                                                                                                                                 | 07    | CO3 | K4 |
| 5                                                                                          | What are the different types of sampling techniques? Explain the differences between probability and non-probability sampling.                                                                                                                          | 07    | CO4 | K3 |
| 6                                                                                          | Explain the concept of a research hypothesis and its role in experimental research design.                                                                                                                                                              | 07    | CO2 | K3 |
| 7                                                                                          | Discuss the significance of statistical methods in media and communication research. How can measures like Mean, Median, and Mode help in analysis?                                                                                                     | 07    | CO5 | K4 |