



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91 Cadastral Zone, Nnamdi Azikiwe Expressway, Jabi, Abuja
DEPARTMENT OF MASS COMMUNICATION
2022_1 EXAMINATION

COURSE CODE: JLS 714
COURSE TITLE: COMMUNICATION RESEARCH
UNIT: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. Highlight and discuss the five features of science that give it a distinctive character as a method of inquiry irrespective of natural or social investigation **(25 Marks)**
2. Conducting a research follows certain definable steps otherwise known as the scientific method or research process. Succinctly discuss at least five (5) steps involved and support your answers with examples **(15 Marks)**
3. Research can be classified based on measurement or kind of data collected into three types. Identify and discuss these three types of research explain the relevance of each. Give examples **(15 Marks)**
4. Despite differences in their application, research questions and hypotheses serve to give direction to a research project and help the researcher to answer as many questions as possible. Raise three points to discuss this assertion and mention the advantages and disadvantages of both research questions and hypotheses **(15 Marks)**
5. Survey data can be collected through two conventional methods which are further divided into six different approaches. List and explain any five ways of collecting survey data available to a researcher **(15 Marks)**