



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2022\_2 EXAMINATION**

**COURSE CODE: JLS814**  
**COURSE TITLE: COMMUNICATION RESEARCH**  
**UNIT: 3**  
**TIME: 3HRS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

1. With reference to media and communication studies, examine any five (5) characteristics of research. **(25 Marks)**
2. The external examiners have demanded that you explain the scientific process you followed while writing your Master's Research. Identify and discuss at least the seven major processes to justify that your research project is original. **(15 Marks)**
3. Your supervisor has demanded that you submit questionnaire which will be used to generate data for your research project. Discuss at least five (5) characteristics that will guide you towards well-structured questions in the questionnaire. **(15 Marks)**
4. Itemise and explain five areas of training that the interviewers can be exposed to before engaging them in social science research. **(15 Marks)**
5. Discuss any **five (5)** challenges that researchers are likely to face while conducting survey research. **(15 Marks)**