



NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2024 1 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)