



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1 EXAMINATIONS**

COURSE CODE: JLS 814
COURSE TITLE: COMMUNICATION RESEARCH
UNIT: 3
INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. Analyze and discuss the relationship between theory and research. **(17¹/₂ Marks)**
2. (a) What is social phenomena?
(b) What is the relationship between social phenomena and science? **(17¹/₂ Marks)**
3. With relevant examples, define and discuss (i) Concepts, (ii) Constructs, and (iii) Hypotheses **(17¹/₂ Marks)**
4. Discuss the strengths and weaknesses of (a) open-ended, and (b) close-ended questions in survey research. **(17¹/₂ Marks)**
5. Discuss the following (a) population (b) sample frame. **(17¹/₂ Marks)**
6. (a) Define “Statement of Research Problem”.
(b) State a hypothetical research topic and write the statement of the problem. **(17¹/₂ Marks)**