



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF ARTS AND SOCIAL SCIENCES**

**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: MAC 413**

**COURSE TITLE: DATA ANALYSIS IN COMMUNICATION RESEARCH**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY THREE QUESTIONS.**

- 1. Define and discuss communication research and name and explain five areas covered by communication research and the importance to effective communication (23%).**
- 2. Name the nine basic principles of scientific research process and explain five of them (23%).**
- 3. Show and explain five advantages and five demerits of the application of computer in communication research (23%).**
- 4. Give ten attributes of a Focus Group moderator and explain five of them in detail (23%).**
- 5. Fully discuss four kinds of research methods, including highlights of their inherent advantages (23%).**