



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY VICTORIA ISLAND LAGOS
OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

Course Code: JLS714
Course Title: COMMUNICATION RESEARCH
Instruction: ANSWER FOUR QUESTIONS
Time Allowed: 2HOURS

QUESTION 1 (a) What is the link between theory and research?

(10 marks)

(b) Succinctly define experimental research.

(15 marks)

QUESTION 2 (a) Give a detailed definition of measurement.

(6marks)

(b) Outline and discuss the four techniques of measurement.

(12marks)

(c) State their merits and limitations.

(6marks)

QUESTION 3 (a) Mention and discuss two distinguishing features that make research to be unique.

(10marks)

(b) Mention and discuss at least four features of science that give it a distinctive character as a method of inquiry.

(15marks)

QUESTION 4 (a) Give detailed notes on the following characteristics of research.

(i) Its step-by-step approach

(ii) Logicality

(iii) Replicability

(iv) Empiricism

(b) Mention and discuss the factors that contributed to the growth of mass media research.

(10marks)

QUESTION 5 In research, there are different methods employed to carry out the investigation of the matter. List and explain the steps of scientific method /research process.

(25marks)

QUESTION 6 (a) What are the qualities of the survey research method that makes it an efficient method of social science research?

(15marks)

(b) Mention and discuss other conventional methods of collecting data apart from interviews and self-administered questionnaires. **(10marks)**