



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY VICTORIA ISLAND
LAGOS

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

COURSE CODE: JLS814

COURSE TITLE: COMMUNICATION RESEARCH

UNIT: 2

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

TIME: 2 HOURS

- 1. You are conducting research on the topic: “EFFECT OF TELEVISION ADVERTISEMENTS ON AUDIENCE BUYING BEHAVIOURS”**

(a) Construct five research questions on the research topic ABOVE.

(10 Marks)

(b) Based on the research topic, Formulate:

- | | | |
|------|-----------------------------|------------------|
| i. | Research Hypothesis (H1) | (5 Marks) |
| ii. | Alternative Hypothesis (HA) | (5 Marks) |
| iii. | Null Hypothesis (HO). | (4 Marks) |

- 2. (a) Identify and discuss the characteristics of research.**
(10 Marks)

(b) Discuss the steps in the scientific method of conducting research.

(13 Marks)

- 3. As a professional media researcher, you have been contacted to submit a good research proposal on effective media deregulation on public access to information. Discuss fully the key steps involved in writing the research proposal.**

(23 Marks)

- 4. (a) A researcher sampled 5,000 respondents in a survey and 4,500 copies of the questionnaire were returned. Calculate the response rate. (8 Marks)**

(b) The research population for a study is 50,000. A researcher decides to use only 5% of the population as sample size. Calculate the sample size.

(8 Marks)

(c) If 60% of the sample size in Question 4(b) above is male, how many male are in the sample size

(7 Marks)

5. (a) Discuss your preference for Field Experimentation research.

(13 Marks)

(b) Identify and discuss the general problems in Survey method.

(10 Marks)