



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATIONS**

COURSE CODE: JLS814
COURSE TITLE: COMMUNICATION RESEARCH
UNIT: 3
TIME: 3hrs

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. Identify and elaborate on the five major classifications of research. Lay more emphasis on the sub-division of each of the classifications. **(25 Marks)**
2. Identify and discuss three out of four levels of measurement which concepts and variables can be subjected to in the analysis of data in communication research. **(15 Marks)**
3. Identify and discuss any three of the measurement scales that can be used for data generation and analysis in communication research. **(15 Marks)**
4. Discuss any **three (3)** research methods that are commonly used in communication research and justify with enough reasons why each is essential. **(15 Marks)**
5. Examine any **five (5)** ways through which you can generate data for a survey research you are about to conduct. **(15 Marks)**