



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2023\_1 POP EXAMINATION**

**COURSE CODE: JLS 714**

**COURSE TITLE: COMMUNICATION RESEARCH UNITS:**

**TIME: 3 HOURS**

**INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.**

1. Establish a relationship between theory and research. **(17.5 Marks)**
2. Outline and explain eight (8) steps in scientific research. **(17.5 Marks)**
3. (a) Identify and discuss five (5) features of science that give it a distinctive character as a method of inquiry. Discuss the scientific method as a process of deliberate and controlled observation with the distinctive criterion of objectivity. **(17.5 Marks)**
4. The Likert scale is a measuring scale in research. Discuss this scale, including its strength and weakness. Develop a Likert scale to measure respondents' attitudes towards the quality of Nigerian movies. **(17.5 Marks)**
5. (a) Give the advantages and disadvantages of field experimentation. (b) Identify and explain five (5) types of case studies. **(17.5 Marks)**

**TOTAL : 70 MARKS**