



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

COURSE TITLE: COMMUNICATION RESEARCH
COURSE CODE: JLS 814
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

Question: Explain the four characteristics of the scientific method. **(5½ marks)**

Question: 1b. Identify and discuss four levels of measurement in research. **(12 marks)**

- **(17½ marks)**

Question: 2a. List and define things that you consider as social phenomenon. **(5½)**

Question: 2b. Identify and examine four types of scale. **(12marks)**

(17½ marks)

Question: 3a. List the four groupings of communication research. **4marks**

Question: 3b. Critically examine the Laboratory Experiment. **13½ marks**

Question: 4a. State the two advantages of quantitative research.

5mks.

Question: 4b. Discuss six research types that are based on their method of data collection. **(12½ marks)**

Total=17½marks.

Question: 5a. Explain the mixed research method. **(4marks)**

Question: 5b. Discuss the basic procedure of Focus Group Discussion as stated by Wimmer and Dominick (2000). **(13½ marks)** **Total =17½marks.**