



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATIO  
2020\_2 EXAMINATION ...**

**COURSE CODE: JLS 814**  
**COURSE TITLE: Communication Research**  
**UNIT: 3**  
**TIME: 3hrs**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**

1. Science is basically identified with four major characteristics, state and examined those four characteristics and how it affects our modern day research. **(17<sup>1</sup>/<sub>2</sub> Marks)**
2. Discuss seven methods of scientific research process and it's impact on the organisational structure of research. **(17<sup>1</sup>/<sub>2</sub> Marks)**
3. Explain seven characteristics associated with a good survey questions. **(17<sup>1</sup>/<sub>2</sub> Marks)**
4. Osuola (2005) identified five areas of training to be given to interviewers in conducting a research. Discuss five of those arrears stating how it could be used to achieve high response in research. **(17<sup>1</sup>/<sub>2</sub> Marks)**
5. Highlight six general problems identified with survey research in social sciences. **(17<sup>1</sup>/<sub>2</sub> Marks)**
6. Discuss six sources of data collection in case studies and how it could be effectively used in gathering information for a research work. **(17<sup>1</sup>/<sub>2</sub> Marks)**