



CRAWFORD UNIVERSITY
FAITH CITY, IGBESA, OGUN STATE
SCHOOL OF PART TIME STUDIES
COLLEGE OF ARTS AND COMMUNICATION STUDIES
DEPARTMENT OF MASS COMMUNICATION
RAIN SEMESTER EXAMINATION 2021/2022 ACADEMIC SESSION

PROGRAMME: B.Sc. MASS COMMUNICATION
COURSE TITLE: PRECISION JOURNALISM
COURSE CODE: MAC 332
CREDIT UNITS: 2C
TIME ALLOWED: 2HRS
INSTRUCTION: ANSWER ANY THREE (3) QUESTIONS

Credit will be given to good and correct grammatical expressions.

- 1a. What do you understand by "precision journalism"? 5 Marks
- b. Identify and explain any five (5) of characteristics of research. 15 Marks
2. Identify and expatiate on any four (4) ways through which a journalist can gather information. 20 Marks
3. Survey has been proven to be a reliable method when gaining public opinion. Succinctly explain survey research method, its categories and construct at least one of its various instruments. 20 Marks
4. Outline and discuss the steps for scientific method. 20 Marks
- 5a. Differentiate between population and sample. 5 Marks
- b. Identify and explain any five (5) sampling techniques available for a journalist. 15 Marks