

**CRAWFORD UNIVERSITY
DEPARTMENT OF MASS COMMUNICATION
2016/2017 ACADEMIC SESSION
HARMATTAN SEMESTER EXAMINATION**

COURSE CODE: MAC 205

COURSE TITLE: FOUNDATIONS OF COMMUNICATION RESEARCH

TIME ALLOWED: 1HR. 30MINS. (90 MINUTES)

**ANSWER QUESTION 1, AND TWO OTHER QUESTIONS
(THREE QUESTIONS, IN ALL)**

1. Explain FULLY all the segments of LITERATURE REVIEW. (30minutes)
2. Write on the different TYPES OF SAMPLING. (30 minutes)
3. Describe the FOUR types of "Scales of Measurement." (30minutes)
4. Differentiate distinctly between "Significance of the study", and "Justification of the study." (30 minutes).