



# CRAWFORD UNIVERSITY

Faith City, Igbesa, Ogun State

COLLEGE OF ARTS AND COMMUNICATION STUDIES  
RAIN SEMESTER EXAMINATION 2020/2021 ACADEMIC SESSION

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

- 1a. What do you understand by Precision Journalism? **5Marks**
- b. List and explain the factors that necessitated the need for journalists to be precise or scientific. **5Marks**
- c. Clearly explain two (2) types of data you know. **5Mark**
- d. List and explain one (1) research instrument that can yield each of the data- types you have explained in c above. **5Marks**
- 2 a. Formulate a research question. **5Marks**
- b. Design a questionnaire to answer the research question. **15Marks**
3. a. List four (4) ways through which you can gather information/data. **10Marks**
- b. Explain two (2) of them in details. **10Marks**
4. Discuss in details the concept of population and sampling. **20Marks**
5. a. With examples, distinguish between probability and non-probability sampling methods. **10Marks**
- b. What happens post data? **10Marks**