



CRAWFORD UNIVERSITY
Faith City, Igbesa, Ogun State
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
HARMATTAN SEMESTER EXAMINATION 2018/2019 ACADEMIC SESSION

DEPARTMENT: MASS COMMUNICATION
COURSE TITLE: FOUNDATIONS OF COMMUNICATION RESEARCH
COURSE CODE: MAC 205
CREDIT UNITS: 2
TIME ALLOWED: 2HRS
INSTRUCTION: ANSWER ANY THREE QUESTIONS

1. a. What is the meaning of research? 5 Marks
b. Fully expound on five (5) characteristics of research 15 Marks
2. a. Briefly explain what the scientific method of getting knowledge is 4 Marks
b. A process is a series of activities that are moving ahead overtime toward a purpose. Examine the steps that make up the research process. 16 Marks
3. a. Discuss the following research classes:
i. Classification by practice 8 Marks
ii. Classification by measurement 8 Marks
b. State four significances of research to the society 4 Marks
4. a. Discuss four (4) reasons for taking a sample of a population in a research engagement. 8 Marks
b. Examine the following sampling methods:
i. Systematic sampling 4 Marks
ii. Stratified sampling 4 Marks
iii. Clustered Sampling 4 Marks
5. a. Expound on the content analysis as a research design method. 8 Marks
b. Examine 3 merits and 3 demerits of a survey research design. 12 Marks