

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL V
 FINAL EXAMINATION - 2023/2024 (SEMESTER I)
 DSU5321 – COMMUNICATION RESEARCH
 DURATION: THREE HOURS (03 HOURS)



Date: 06th January 2024

Time: 1.30 pm -4.30 pm

Answer five (5) Questions only. Each question carries 20 marks.

1. Research can be described as a systematic process administered in stages. Discuss these stages with examples.
2. Explain with examples the characteristics of qualitative and quantitative research.
3. What are the different pretesting methods of communication research materials? Discuss with examples.
4. Advertising a particular product or a service involves media research. Discuss what this means.
5. Media ratings in Sri Lanka often lead to controversies due to acute polarization of loyalties. Discuss.
6. Explain the potential of Content Analysis as a research methodology in humanities and social sciences.
7. Write short notes on the following:

(a) Exploratory research	(4 marks)
(b) Reliability	(4 marks)
(c) Descriptive research	(4 marks)
(d) Qualitative Research	(4 marks)
(e) Validity	(4 marks)
8. The questionnaire tool is one of the easiest ways of collecting quantitative data. Discuss.
9. What are the ethical issues connected with social science research? Explain with examples.