

THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL V  
 FINAL EXAMINATION - 2024/2025  
 DSU5321 –COMMUNICATION RESEARCH  
 DURATION: THREE HOURS (03 HOURS)



Date: 19<sup>th</sup> April 2025

Time: 1.30 pm -4.30 pm

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

1. Research uses a wide variety of methods such as qualitative methods, quantitative methods and mixed methods. Discuss with examples.
2. Explain with examples the characteristics of descriptive research and explanatory research.
3. What are the key steps in impact evaluation of communication programmes. Explain.
4. There are several kinds of questions that you can include in a questionnaire. Explain with examples.
5. Broadcast ratings data is the trusted solution worldwide to understand media consumer preferences. Discuss.
6. Explain the potential of using survey research in humanities and social sciences.
7. Write short notes on the following:
 

|                          |           |
|--------------------------|-----------|
| (a) Telephone interviews | (4 marks) |
| (b) Content analysis     | (4 marks) |
| (c) Problem statement    | (4 marks) |
| (d) Observation method   | (4 marks) |
| (e) Hypothesis           | (4 marks) |
8. The interview method is one of the easiest ways of collecting qualitative data. Discuss.
9. There are certain ethics in data collection, analysis and reporting in communication research. Explain with examples.