

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
FINAL EXAMINATION - 2018/2019
DSU5321 – COMMUNICATION RESEARCH



DURATION: THREE HOURS (03 HOURS)

Date: 5th of January 2019

Time: 09.30 a.m – 12.30 p.m

Instructions:

- **Answer five (05) questions only.**
- **Each question carries 20 marks.**

1. The purpose of any research can be threefold. Explain giving examples.
2. Research involves going through a series of logically conceived stages, each with a well-defined set of activities. Comment.
3. Explain some of the pretesting methods that are important for research.
4. Conducting a content analysis usually involves six specific steps. Explain.
5. The setting of questions in a questionnaire is a difficult task. Explain.
6. Discuss four essential areas of ethical concerns in connection with conducting and reporting of social science research.
7. Explain the seven critical steps involved in impact evaluation.
8. Write a short note on the following:
 - a) Two types of research approach.
 - b) Two key questions on media use.
 - c) Diary method of data collection
 - d) A survey Budget.

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