

**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES – LEVEL V  
FINAL EXAMINATION – 2011/2012  
SSU 3202 - MASS COMMUNICATION RESEARCH**



**DURATION – THREE (03) HOURS**

---

**Date: 11<sup>th</sup> June 2011**

**Time: 9.30 a.m. – 12.30 p.m.**

---

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

1. Science is based on accurate and reliable observations providing variables for further investigation. Discuss.
2. A research topic should be feasible for a study and ideally contribute towards greater understanding of society. Discuss.
3. Social research can have many dimensions but single or multiple indicators should be isolated to develop effective instruments for investigation. Discuss.
4. Explain the potential of focus groups as a research method.
5. Content analysis demands systematic coding of data. Discuss its potentials.
6. Explain the techniques used to determine the best media channels for commercial messages.
7. Explain the main characteristics of indexes, scales and typologies and how they differ from each other.
8. Explain the significance of stratified and cluster sampling in the context of Broadcast audience research.
9. Give two examples of a variable that could be measured at the nominal, ordinal, interval and ratio levels.

\*\*\*\*\*Copyrights reserved\*\*\*\*\*