

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL - V
 FINAL EXAMINATION - 2016/2017
 SSU3121 – COMMUNICATION RESEARCH



DURATION: THREE HOURS (03 HOURS)

Date: 09th November 2016

Time: 9.30 a.m. – 12.30 p.m.

Instructions:

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

1. “Research is an objective, systematic and cumulative process by which one seeks to solve theoretical and applied problems”. Discuss using examples.
2. What are the fundamental steps associated with the process of communication research? Briefly discuss each step using examples.
3. What is pretesting of communication materials? Briefly discuss the most important aspects under consideration of pretesting of communication materials.
4. What is content analysis? Briefly discuss the uses and problems of content analysis.
5. Briefly describe two main aspects of the layout of a questionnaire? Explain using examples the aspect of semantic layout of questionnaire.
6. What is impact evaluation? Briefly discuss the key steps in impact evaluation.
7. “It is important to lay down clear cut ethical guide line for researchers”. Discuss using examples.
8. What is survey research in communication research? Briefly explain key steps in designing process of survey research.
9. Briefly discuss two of the followings related to communication research.
 - (a) Validity
 - (b) Reach and frequency
 - (c) Data coding
 - (d) Reliability