



THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES- (2018/2019)  
 FINAL EXAMINATION – LEVEL V- SEMESTER 1  
 SSU3202 – MASS COMMUNICATION RESEARCH (OLD SYLLABUS)

**DURATION: THREE HOURS (03 HOURS)**

**Date: 09. 02. 2019**

**Time: 9.30 am – 12.30 pm**

**Instructions:**

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

1. Research is an objective, systematic, empirical and cumulative process. Discuss using examples.
2. Explain the various stages of communication research process.
3. Explain the concepts of reliability and validity in relation to research methodology. Use relevant examples where ever necessary.
4. Explain the significance of systematic sampling in communication research.
5. What is case study? Discuss briefly how you would plan conducting a case study.
6. Explain how to undertake pretesting a questionnaire designed for a communication research.
7. What is content analysis? Briefly discuss the elementary aspects of content analysis.
8. Discuss four important areas of ethical concerns in conducting and reporting of communication research.
9. Briefly discuss four of the following themes
  1. Qualitative research
  2. Probability sampling
  3. Audience rating
  4. Pre-coding
  5. Data analysis

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