THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES - LEVEL V
FINAL EXAMINATION 2012
SSU3202 MASS COMMUNICATION RESEARCH

DURATION: THREE (03) HOURS

Date: 9th June 2012 **Time: 09.30 p.m. -12.30 p.m.**

Answer any five (5) questions. (Each question carries 20 marks)

1. Writing a good research proposal involves going through a series of logically conceived stages with a well defined activities. Explain

2. Explain the significance of a good questionnaire for research.

3. Discuss the significance of Probability sampling with examples.

4. Explain the scope of focus groups and how they are conducted.

5. Explain what is meant by a Case Study with reference to examples.

6. What are the elementary aspects of content analysis? What problems could interfere with those elements?

7. What are the factors to be considered in selecting of electronic media or print media?

8. What are the key elements of a research report?

9. Write short notes on the following:
   (a) The ethical concerns of social research.
   (b) Pre-testing of communication material.
   (c) Social Distance Scale.
   (d) Unit of Analysis in Research.

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