



**ELIZADE UNIVERSITY,
ILARA-MOKIN**

**FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATION
2018/2019 ACADEMIC SESSION**

COURSE CODE: MAC 206

COURSE TITLE: FOUNDATIONS OF COMMUNICATION RESEARCH

NUMBER OF UNITS: TWO (2) CREDITS

DURATION: TWO (2) HOURS

HOD'S SIGNATURE

**INSTRUCTIONS: ANSWER FOUR (4) QUESTIONS IN ALL.
COMPULSORY QUESTION NUMBER ONE (1) IS 30 MARKS
ALL OTHER QUESTIONS CARRY EQUAL MARKS (10 MARKS)**

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- 1 a. Give a thorough description of research and outline its objectives
b. Why is research important in the area of communication?
c. Identify and discuss the types of research. **[30 marks]**

- 2 List and discuss the approaches to research
[10 marks]

- 3 List and explain the methods of gathering data.
[10 marks]

- 4 Explain the procedure needed to write a good research paper
[10 marks]

- 5 List and describe the instruments needed to carry out a research
[10 marks]

- 6 There are various styles scholars and articles can be cited and referenced.
List and discuss these styles and identify which is relevant to communication
research.
[10 marks]