



ELIZADE
UNIVERSITY,
ILARA-MOKIN,
ONDO STATE

FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: MAC 405

COURSE TITLE: DATA ANALYSIS IN COMMUNICATION RESEARCH

DURATION: 3 HOURS

INSTRUCTIONS:

- (a) Answer only **FOUR** questions.
- (b) Question 1 (one) and 5 (five) are COMPULSORY and any other two.
- (c) Candidates must write their matriculation numbers clearly in the space(s) provided.
Where additional sheets are used, each page should carry the numbers.
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly.

1a. Discuss the concept of a Communication research. **5marks** ✓

b. You were given a group assignment on Communication research to identify a communication issue and research on it. Discuss the following approach in your group work

i.) Topic ii.) Statement of Problem iii.) Research Question iv.) Methodology v.) Discussion of Findings. **15marks**

2a. There are various classes of research. Discuss them in clear terms. **5 marks** ✓

b. List and explain the three types of Frequency Distribution Table with examples (FDT). **5 marks**

3a. Research methodology is central to the success of any communication research. List and explain four (4) research methodologies with relevant examples. **(10marks)** ✓

4a. Discuss your understanding measures of Central Tendency. **(2 marks)**

b. The monthly pay of unskilled workers at Shoprite Akure is 900, 500, 400, 800, 700, 300, and 1000. Find the median score **(4 Marks)**

C. Find the mean of 7, 9, 5, 3 explaining how you arrived at your answer. **(4 Marks)**

5. Sampling is the key to unlocking the phenomena in a research work. Discuss. **(4marks)** ✓

b) List and explain types of sampling methods with 3 examples of each. **(4marks)**

c) Discuss in details the three examples mentioned under each in answer (b) **12marks**

6a) Give the conceptual expression of **Mean**. **(4 marks)**

b) i. Calculate the mean of the following data: 1, 2, 2, 2, 2, 3, 3, 200. **(2 marks)**

ii. Define **Range** and demonstrate your understanding of Range from a population of 50, 600, 300, 200, 100, 400. **(4 marks)**

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