



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION

DATE: January, 2024

COURSE TITLE: RESEARCH METHODS IN COMMUNICATION I

COURSE CODE: CMA 323 TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer four (4) questions in all. Question 1 is compulsory

1. Write a title for your dissertation using the Title Writing Formula. Using the formula for writing an abstract to write a 150-word abstract for your study and include six relevant keywords. (25 marks)

- 2a. Write a statement of ethical issues involved in your research and how they are to be addressed. (7.5 marks)

- 2b. List three purposes of a literature review. Describe how you will go about writing your literature review. (7.5 marks)

3. List the criteria for writing an Introduction. Use them to write 150 words Introduction for your study. (15marks)

4. Define the following two research methods (ie Survey and Interview). Briefly explain the methods and how you will apply them. Mention three of their main advantages and disadvantages for your research. (15 marks).

5. Write a 300 word proposal for your final year project. (15 marks).

6. Write briefly on:
 - The roles of Research questions
 - Define a qualitative research
 - List and explain 3 types of qualitative research methods taught in this course (15 marks).