



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI, GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION STUDIES**

**END OF SECOND SEMESTER EXAMINATIONS – 2020/21 ACADEMIC YEAR**

**LEVEL 300**

**BACS 362: ANALYSING COMMUNICATION RESEARCH DATA**

**May 2021**

**70 Marks**

**Time Allowed 2 Hours**

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**GENERAL INSTRUCTION TO CANDIDATES:**

- Answer **Question 1** and any other **two (2)** questions.
- Present all answers in essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper

**Question 1:**

Describe how you went about your semester's task of developing a research question and writing a Chapter 3 or methodology to be used in answering the research question you developed.

**30 marks**

**Question 2:**

Explain the following sampling methods used in generating a sample suitable for a research:

- i. Simple Random Sampling
- ii. Systematic Sampling
- iii. Snowball Sampling
- iv. Stratified Sampling

**20 marks**

**Question 3:**

Explain these levels of variable measurement used in research stating clear examples.

- i. Interval and Ratio
- ii. Ordinal
- iii. Nominal

**20 marks**

**Question 4:**

Describe what a survey is and explain the following types of surveys:

- i. Telephone Survey
- ii. Face – to – face survey
- iii. Online Surveys

**20 marks**