



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI, GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION STUDIES**

**END OF SECOND SEMESTER EXAMINATIONS – 2021/22 ACADEMIC YEAR**

**LEVEL 300**

**BACS 362: ANALYSING COMMUNICATION RESEARCH DATA**

**May 2022**

**70 Marks**

**Time Allowed 2:00 Hours**

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*Examiner: Collins Clancy Atta Poku*

**GENERAL INSTRUCTION TO CANDIDATES:**

- Answer **Question 1** and any other **TWO (2)**.
- 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:

In writing the Chapter 3 (Methodology) of your research, the options below are some of the things you require to provide the information needed. Briefly explain what the following options mean and some of the information required in writing your Methodology:

- i. Research method
- ii. Sample size
- iii. Source of data
- iv. Target population
- v. Method of analysis

**30marks**

Question 2:

Explain the following levels of measurement used in data analysis citing relevant examples:

- i. Nominal variable
- ii. Ordinal variable
- iii. Ratio and interval variable

**20marks**

Question 3:

Briefly explain what a survey is.

**5marks**

3b: Explain the following types of surveys?

- i. One on one survey
- ii. Telephone survey
- iii. Internet survey

**15marks**

Question 4:

Explain the following research methods used in gathering data and outline the instrument used in gathering data in all these research methods.

- i. Survey
- ii. Content analysis
- iii. Interview
- iv. Focus Group Discussion

**20marks**