FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA

SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY

FIRST SEMESTER 2016/2017 EXAMINATION

COURSE CODE: MCT 411

COURSE TITLE: DATA ANALYSIS IN MASS COMMUNICATION RESEARCH

CREDIT UNITS: 2

TIME ALLOWED: TWO HOURS

COURSE LECTURER: JUDE TERNA KUR, PhD

NUMBER OF QUESTIONS: 4

NUMBER OF PAGES: 2

INSTRUCTIONS

- Answer all questions
- Do **not** use red pen
- Please use a clear handwriting
- This exam is closed book, closed notes, closed laptop and closed cell phone
- Please use non-programmable calculators only

1(a). State a research topic in the field of media technology.

(b) From the topic stated in 1(a) above, articulate a research problem.

(c) From the topic and problem stated in 1(a) and (b) above, state two objectives.

(d) Advance a step-by-step procedure you will follow to obtain data that would be analysed to determine the objectives stated in 1(c) above.

2. Explain in details the step-by-step approach you will follow to test a null hypothesis so as to retain or reject it.

3(a) With relevant examples, distinguish between Type I and Type II errors.

(b) With relevant examples, distinguish between directional and non-directional tests.

4(a). Using hypothetical examples, distinguish between bivariate and multivariate statistical tables.

(b) Explain any four (4) principles that guide the construction of statistical tables.