



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4315: COMMUNICATION RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Describe the relationship between theory and research. **(6 marks)**
- b) Explain **SIX** characteristics of research. **(6 marks)**
- c) Attachment A comprises of letters to the editor published on the Daily Nation Newspaper on Wednesday 28th January 2015.
In reference to this:
 - i) Describe the nature of the Kenyan Society. **(6 marks)**
 - ii) Letters to the audience provide an audience with the opportunity to be active consumers of media. Distinguish between an active and a passive media audience. **(4 marks)**

- d) Explain the following types of data collection methods
- i) Interviews (4 marks)
 - ii) Stratified sampling (4 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain **FIVE** qualities of research. (5 marks)
- b) Rhetoric is conventionally defined as the study of persuasion. Citing examples of **FIVE** advertisements appearing in the local media
- i) Describe the advertising appeal used. (10 marks)
 - ii) Discuss why the appeal used was proper for the advertisers target audience. (5 marks)

QUESTION 3

- a) Describe the various stages of research process. (10 marks)
- b) Distinguish between the following types of research:
- i) Pure Vs Applied Research. (5 marks)
 - ii) Quantitative Vs Qualitative Research. (5 marks)

QUESTION 4

The adoption of Social Media in the field of communication is the latest trend. The use of these site and the adoption of the journalistic code of ethics is the reason behind a state of excellence in Public Relation practice, where there is increased interactivity between an organization and the public and an improvement in the organizational reputation and performance. It is however important to note that note all PR professionals are skilled in social media use.

In reference to the above:

- a) Present the conceptual framework in form of a diagram. (2 marks)
- b) Identify and explain the various types of variables and their relationship with each other. (9 marks)
- c) Formulate **TWO** research hypothesis. (2 marks)
- d) Formulate **THREE** research questions. (3 marks)
- e) Formulate a research topic (1 mark)
- f) Describe a theory that would be appropriate for this study. (3 marks)

QUESTION 5

Describe the various parts of a research proposals. (20 marks)