



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC III, YII, SI)

BMC 2205: 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) Outline **THREE** advantages and **TWO** disadvantages of the following research tools:
- i) Questionnaire **(5 marks)**
 - ii) Participant observation **(5 marks)**
- b) Explain the difference between “systematic” and “stratified” sampling techniques. **(6 marks)**
- c) Cultivation theory is one of the theories developed by scholars who study the effects of media on the audience.
- i) Derive a possible research hypothesis from the theory. **(4 marks)**
 - ii) Indicate the dependent and independent variables of the stated hypothesis in 1 (c) (i) above. **(2 marks)**
- d) Name the preliminary pages of a research report. **(6 marks)**
- e) Name any **TWO** methods you can use analyze your research data. **(2 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

Discuss **EIGHT** characteristics of research. **(20 marks)**

QUESTION 3

- a) Discuss **FIVE** sources of knowledge. **(10 marks)**
- b) Explain **FIVE** benefits that mass communication research brings to the media industry and the society. **(10 marks)**

QUESTION 4

Write short notes on the following:

- a) Descriptive research **(10 marks)**
- b) Exploratory research. **(10 marks)**

QUESTION 5

Explain the key stages involved in a research process. **(20 marks)**