



**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  
(BJMC VI)

**BMC 4315: COMMUNICATION RESEARCH METHODS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

Afrik Consult is a research firm based in Abuja Nigeria. The company specializes in longitudinal studies and it wishes to monitor the changing opinions of University lecturers on the performance of the Jubilee led government. The study is to run for one year. Technical University of Mombasa has forwarded your name as the local contact for the company.

**Required:**

- a) Propose a suitable title for this study. **(3 marks)**
- b) Outline **THREE** assumptions for this study. **(6 marks)**
- c) You are required to lead the team reviewing literature for this study. Highlight **FOUR** reasons why a literature review is necessary. **(8 marks)**

- d) Define the following concepts as they would apply in this study:
- i) Data (2 marks)
  - ii) Variable (2 marks)
  - iii) Population (2 marks)
  - iv) Parameter (2 marks)
- e) Distinguish scope of research from limitations of a research. (5 marks)

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

- a) Outline **THREE** difficulties a researcher would encounter when carrying out scientific research in social science. (6 marks)
- b) Highlight **SEVEN** hallmarks of a scientific research. (14 marks)

**QUESTION 3**

As a Public Relations Manager, one of your brief is to oversee research in your department. Highlight reasons why a Manager needs research skills. (20 marks)

**QUESTION 4**

A good research generates dependable data. Discuss **FIVE** qualities of a good research. (20 marks)

**QUESTION 5**

- a) Referencing is an integral part of research. Show how you would cite the following works using APA format.
- i) An article in the Communication Journal, Volume 5 pages 43-49 and whose title is History development of public opinion. The article is written by Joseph Otieno-Oloo and Patrick Katumu. The journal was published in 2005. Show how this article would appear in reference section. (5 marks)
  - ii) Adams Oloo has written a chapter titled “Multiparty politics and Tribal Parties in Kenya”. The Chapter appears in a book published in 2011 and edited by Dan Opon. The title of the book is ‘Politics in Kenya’. The chapter appears on pages 41-59 and the book is published in Nairobi by Hekima Publishers. Show how it would appear in referencing section. (5 marks)
  - iii) A book authored by Robert Aswani, Rosephine Nyiva and Marion Wambugu titled “understanding how the Media Works” and published on 7<sup>th</sup> January 2013 by Uzima publishers. Show how this book would be cited in text for the first time. (3 marks)
- b) Advance **SEVEN** reasons why a researcher should cite other authors works. (7 marks)