



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC III)

**BMC 2204: 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.***

## **SECTION A (Compulsory)**

### **QUESTION 1**

- a) Define research. **(2 marks)**
- b) Define problem statement with reference. **(2 marks)**
- c) Write an outline of the research process. **(20 marks)**
- d) List atleast **THREE** categories of research. **(6 marks)**

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

### **QUESTION 2**

Explain FOUR types of research citing examples in each case. **(20 marks)**

### **QUESTION 3**

Briefly explain the purpose of communication research. **(20 marks)**

### **QUESTION 4**

- a) Define a questionnaire. **(2 marks)**
- b) List factors to be considered when determining the sample size. **(8 marks)**
- c) Discuss any **THREE** types of data analysis methods. **(10 marks)**

### **QUESTION 5**

- a) List the **FOUR** criteria for selecting a research problem. **(8 marks)**
- b) State the advantages and disadvantages of using a questionnaire. **(12 marks)**