



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION II
(PRINT & BROADCAST)

MC 410: GENERAL RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- The paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.

QUESTION 1 (Compulsory)

- a) Briefly explain the importance of the following in any research:
- (i) Background
 - (ii) Hypothesis
 - (iii) Reference
 - (iv) Sampling
 - (v) Data
- (20 marks)**
- b) Describe any **FIVE** characteristics of a good research design. **(10 marks)**

QUESTION 2

- a) (i) Outline the importance of research in any society. **(6 marks)**
(ii) Explain the significance of the 'Literature Review' in research. **(4 marks)**
- b) (i) While giving relevant examples, distinguish between 'Primary' and 'Secondary' data. **(6 marks)**
(ii) Explain the significance of 'recheck of data' in descriptive applied research. **(4 marks)**

QUESTION 3

- a) Describe the following methods of data collection:
- (i) Questionnaire
 - (ii) Case Study
- (8 marks)**
- b) Outline any **THREE** advantages and **THREE** disadvantages of each of the **TWO** methods of data collection cited in 3 (a) i and ii above. **(12 marks)**

QUESTION 4

Describe the layout of a 'Research Report'. **(20 marks)**

QUESTION 5

You are conditioning a research to determine Computer literacy in the Building and Civil Engineering trainees in 15 different Technical Training Institutes. The following are the number of trainees enrolled in the course for each of the 15 institutes: **35, 17, 10, 32, 70, 28, 26, 19, 26, 66, 37, 44, 33, 29, and 28.**

(Demonstrate all your working procedures)

- a) Using a starting point of 10, select a sample of 10 trainees using the institutes as clusters and select within clusters proportional to size. Show how many trainees should be chosen from every training so as to be included in the sample. **(15 marks)**
- b) State the procedure of selecting stratified random sample. **(5 marks)**