



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4315: COMMUNICATION RESEARCH METHODOLOGY

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Apr 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

1a. Discuss four ethics of social research. (8 marks)

1b. Explain four objectives of research. (4 marks)

1c. Discuss four sources of research problems. (4 marks)

1d.

- i. Define the term “conceptual framework”. (2 marks)
- ii. Develop a conceptual framework for the above scenario. (2 marks)
- iii. Through the use of a relevant example, explain 3 types of research variables. (6 marks)

1e. Explain the function of the literature review in a research proposal. (6 marks)

Question TWO

Explain the various stages of the research process. (20 marks)

Question THREE

- a. Distinguish between primary and secondary data. (6 marks)
- b. Explain the advantages and disadvantages of the following data collection methods.
 - i. Questionnaires
 - ii. Interviews (14 marks)

Question FOUR

Discuss the various parts of a research proposal. (20 marks)

Question FIVE

The number of students smoking cigarettes in your University is increasing at an alarming rate. You are aware of this situation and also of the immense negative effects cigarette smoking poses on people's health and their academics. You intend to carry out a research study to shed light on this situation:

- i. State your research topic. (2 marks)
- ii. Identify and explain two variables in this study (4 marks)
- iii. State two research objectives (2 marks)
- iv. State two research hypothesis (2 marks)
- v. Explain two methods you would use to collect data and why they would be most suitable for this study. (10 marks)