



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 METHODS

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. Define the following terms:

- i. Research design
- ii. Variable
- iii. Research (2 marks each)

1b. Distinguish between the following:

- i. Qualitative and quantitative research (4 marks)
- ii. Basic and applied research (4 marks)
- iii. Probability and non-probability sampling (6 marks)

1c. Discuss 5 roles of the moderator in a Focus Group Discussion. (10 marks)

Question TWO

- a. Explain 5 characteristics of research. (10 marks)
- b. Explain two types of research designs. (10 marks)

Question THREE

The management of KBL is concerned with the low sales of its key field representative. The HR Manager believes that if their pay is increased this will produce the desired improvement in performance. This however is only applicable to those sales representatives who do not have side income.

- i. Discuss 4 types of research variables. (12 marks)
- ii. Develop a conceptual framework for the above scenario. (2 marks)
- iii. Explain the relationship between the variables in your conceptual framework above. (6 marks)

Question FOUR

- a. Explain the importance of a research proposal. (5 marks)
- b. Through the use of relevant examples, discuss the following sampling techniques:
 - i. Snowball sampling
 - ii. Purposive sampling
 - iii. Stratified sampling (5 marks each)

Question FIVE

Discuss the ethical guidelines governing social research. (20 marks)