



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

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: JUNE/AUGUST 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

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

- a) Enumerate on **THREE** characteristics of research (6marks)
- b) A communications scholar decides to conduct an experimental study looking at social media content and nationalism. Help him to identify the independent and dependent variables of the study. (6marks)
- c) Briefly explain on **THREE** objectives of research (6marks)
- d) differentiate between qualitative and quantitative research (12marks)
- e)

Question TWO

What is the role of the following in research: a) Literature review (10 marks)

b) Theoretical framework (10marks)

Question THREE

A mixed methods research design combines various research designs in order to have comprehensive data. Discuss at least FIVE designs that can be mixed. (20marks)

Question FOUR

Discuss giving two advantages and two disadvantages four data collection methods. (20marks)

Question FIVE

As a social scientist especially of journalism and mass communication, your research will involve human subjects and participants. What are some of the guidelines you need to be aware of in order to maintain mutual respect and trust. (20marks)