



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4424: MEDIA PROJECT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 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 Choose No questions. Attempt ALL questions.

Do not write on the question paper.

Question ONE

Identify a researchable problem in the field of communication and compile a research proposal.

The sections of the proposal are as follows:

Declaration

Abstract

Table of content

List of tables and figures

Acronyms

Definition of terms

Chapter 1: Introduction

1.1 Background information

1.2 Statement of the problem

- 1.3 Research objectives
- 1.4 Research questions
- 1.5 Justification of the study
- 1.6 Significance of the study
- 1.7 Scope and limitation of the study

Chapter 2: Literature Review

- 2.1 Relevant literature in line with your topic
- 2.2 Theoretical framework
- 2.3 Conceptual framework

Chapter 3: Research Methodology

- 3.1 Research Design
- 3.2 Target population
- 3.3 Sampling frame
- 3.4 Sampling procedure
- 3.5 Sample size
- 3.6 Data collection procedure
- 3.7 Data presentation and analysis
- 3.8 Ethical considerations

NB: You will be assigned a supervisor within the department to guide you