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**TECHNICAL UNIVERSITY OF MOMBASA**

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

DIPLOMA IN MASS COMMUNICATION

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATION

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**DATE:**

**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.**

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**(SECTION A – QUESTION ONE IS A COMPULSARY QUESTION)**

**Question 1**

- a) Define the following terminologies used in research methods
  - i) Phenomena
  - ii) Parsimonious
  - iii) Deductive reasoning

- iv) Exploratory research design
  - v) Research
  - vi) Population
- b) Briefly elaborate THREE ways in which literature review can be reviewed efficiently (6Marks)
  - c) Write shorts notes on the difference between census and sampling survey (6 Marks)
  - d) List any SIX importance of a research design (6 Marks)

## **SECTION B (ATTEMPT ANY TWO QUESTIONS)**

### **Question 2**

- i) Explain any FIVE key steps in the sampling procedures (10Marks)
- ii) Outline any SIX characteristics of a good research sample ( 6 Marks)
- iii) Explain convenience sampling techniques ( 4 Marks)

### **Question 3**

- i) Explain FIVE basic guidelines used in constructing a good questionnaire ( 10Marks)
- ii) Explain Any FOUR reasons whys a researcher will adopt Focus group discussion as a tool of data collection ( 10 Marks)

### **Question 4**

- i) Explain FIVE drawbacks of using FOCUS group discussion in data collection (10 marks )
- ii) Outline EIGHT characteristics of a good research (8 marks )

### **Question 5**

In January 2018 Lucy invested a sum of KES 200,000 in an Executive salon at TUM main campus, she was hoping to grow her business to a tune of KES 500,000 by the end of the year. In December 2018 her business had a total asset of KES 90,000. You are assigned to conduct a research to find out why Lucy did not achieve her goals. You are required to;

(4 Marks each)

- i) Come up with a suitable research topic
- ii) Identify the variables in the above study
- iii) Write a problem statement of the above study
- iv) Write the general objectives and list any THREE specific Objective
- v) Draw a conceptual framework on the variables