



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

BAC 2203: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: MAY 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.

(SECTION A – QUESTION ONE IS A COMPULSARY QUESTION)

QUESTION 1

Define the following terminologies used in research methods.

- i) Operational definition. (2 Marks)
- ii) Quota sampling (2 marks)
- iii) Snowballing (2 marks)

iv) Secondary data (2 Marks)

v) Proxy (2 Marks)

Explain the difference between research methods and research methodology (5 marks)

Elaborate any THREE disadvantage of a questionnaire (5Marks)

Explain the difference between inductive reasoning and deductive reasoning (6 Marks)

Describe any THREE pointers as why it's important to present the final report both in verbal and written form

(3Marks)

SECTION B (ATTEMPT ANY TWO QUESTIONS)

QUESTION 2

a) i) Define hypothesis

(2 Marks)

ii) Citing examples, explain a scenario in which one can clearly bring out clearly the difference between a Null Hypothesis and an Alternative Hypothesis

(8 Marks)

b) Briefly elaborate FIVE ways in which a researcher can come up with a good research problem (10 Marks)

QUESTION 3

a) Explain FIVE reasons why it's important for a researcher to come up with a good research design (10 Marks)

b) I) Explain the most suitable research design a researcher may employ when dealing with a very sensitive investigation that require high levels of accuracy (2Marks)

li) Outline EIGHT reasons to substantiate your answer (8 Marks)

QUESTION 4

- a) Explain any FOUR examples of Non – Probability Sampling techniques a researcher is likely to use in a study (10marks)
- b) Explain TWO types of data collection and give Four examples of each (10Marks)

QUESTION 5

- a) Elaborate Any THREE areas a researcher should lay more emphasis on while presenting his final oral report and give the reason why (8Marks)
 - b) Briefly explain the outline of a complete research process (12 Marks)
- ii) Explain any FIVE basic guidelines in constructing a questionnaire (10Marks)