TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4307: COMMUNICATION RESEARCH METHODOLOGY

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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) In a research situation it was observed that there is a relationship between the number of books that Primary school children have at home and their reading abilities. If these children are provided with a lot of reading books at home their learning skills will improve because the children have greater opportunities to read more books and hence better. Although this relationship can be said to be generally true for all the children there is a group of children whom these may not be true. If there are illiterate parents in some homes, irrespective of the number of books that the parent may buy the children reading skills and abilities may not improve because they are not being helped by parents especially in their pre-school years.

   i. Develop a conceptual framework for the above scenario. (3 marks)
   ii. In relation to the scenario above, explain three types of research variables. (6 marks)
   iii. Propose a suitable research topic for this study.   (2 marks)

    iv. Formulate two research objectives for this study   (2 marks)

    v. Formulate two research hypothesis for this study   (2 marks)

  b) Distinguish between the following terms commonly used in a research environment:
    i. Primary and secondary data
    ii. Basic and applied research
    iii. Data presentation and data analysis
    iv. Probability and non probability sampling
    v. Sample and Population   (3 marks each)

Question TWO

  a) Explain 5 ethical guidelines governing social research.   (10 marks)
  b) Discuss the importance of a research proposal.   (5 marks)
  c) Explain 5 characteristics of research   (5 marks)

Question THREE

Discuss the various parts of a research proposal.   (20 marks)

Question FOUR

Explain any 4 Probability sampling methods.   (20 marks)

Question FIVE

You intend to carry out research to access the influence of cartoons on children's beahviour.

    i. Suggest two suitable data collection method you would use and explain why you would use them. (4 marks)
    ii. Who would form part of your sample for each data collection method identified above. Provide a reason for your answer. (4 marks)
    iii. An experiment would not be suitable for this kind of research. Discuss (4 marks)
    iv. Discuss 4 qualities of a true experiment. (4 marks)
    v. Discuss one theory that would be applicable in this study. (4 marks)