



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4315: COMMUNICATION RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) i) Define the term Research Design. (2 marks)
ii) Distinguish between proprietary research and scholarly research. (4 marks)
- b) Explain the difference between quantitative and qualitative research. (4 marks)
- c) List and explain **FOUR** data collection instruments in Communication Research. (4 marks)
- d) i) Define variable. (2 marks)
ii) Distinguish between a dependent variable and an independent variable. (4 marks)
- e) Discuss any **FOUR** ethics of Social Research. (4 marks)
- f) i) Explain **THREE** characteristics of Communication Research. (3 marks)

ii) Discuss **THREE** goals of Communication Research in society. **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

a) Describe the various methods of data collection to a social scientist. **(10 marks)**

b) What are the advantages and disadvantages of each method? **(10 marks)**

QUESTION 3

Using examples, discuss **FIVE** common everyday methods of acquiring knowledge. **(20 marks)**

QUESTION 4

Explain the various stages in the Research process. **(20 marks)**