



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 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) What is probability sampling? **(2 marks)**
ii) Discuss **FOUR** types of probability sampling. **(4 marks)**

- b) As a Bachelor of journalism and mass communication student. Explain the role of communication Research in Society. **(4 marks)**

- c) i) What is a Research problem? **(2 marks)**
ii) List **FOUR** characteristics of a good Research problem. **(4 marks)**

- d) Distinguish between Academic Research and Applied Research. **(4 marks)**

- e) i) Define variable. **(2 marks)**
ii) Distinguish between a dependent variable and an independent variable. **(4 marks)**
- f) Explain at least **FOUR** types of Research Design. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Through the use of relevant examples, discuss the following sampling techniques:

- a) Snowball sampling **(5 marks)**
b) Quota sampling **(5 marks)**
c) Cluster sampling **(5 marks)**
d) Stratified sampling **(5 marks)**

QUESTION 3

Discuss in detail **FIVE** common everyday methods of acquiring knowledge. **(20 marks)**

QUESTION 4

Discuss the various stages in the Research Process. **(20 marks)**