



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

## **BMC 2109: GENERAL RESEARCH METHODS**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**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.***

**SECTION A (Compulsory)**

## QUESTION 1

- a) Define problem statement. (2 marks)
- b) “A problem exists if certain conditions are met” discuss. (10 marks)
- c) Discuss any **SIX** types of research clearly stating examples in each case. (18 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) State and explain the ethics of research. (10 marks)
- b) State the **TEN** factors affecting organizational research. (10 marks)

### QUESTION 3

- a) Distinguish between probability sampling and non probability sampling. (5 marks)
- b) Why do we do literature review? Discuss. (15 marks)

### QUESTION 4

- a) Discuss any **FIVE** attributes of research. (10 marks)
- b) Discuss **FOUR** types of data collection methods. (10 marks)

### QUESTION 5

Discuss any **FIVE** advantages and **FIVE** disadvantages of the following data collection methods:

- a) Questionnaire (10 marks)
- b) Interview (10 marks)