



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 research. (4 marks)
- b) Discuss any **SEVEN** attributes of research. (14 marks)
- c) Identify a research problem in your area of interest and:
 - i) Write out the research topic. (1 mark)
 - ii) Write out the statement of the problem. (4 marks)
 - iii) Write out the objectives of the study. (5 marks)
 - iv) Draw the conceptual framework of your study. (4 marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss **TEN** factors considered when constructing a questionnaire. (20 marks)

QUESTION 3

- a) State **FIVE** reasons why it is important to have a research design. (10 marks)
- b) Discuss any **FIVE** attributes of research. (10 marks)

QUESTION 4

- a) List the **FIVE** factors considered when choosing data collection instruments. (10 marks)
- b) Briefly discuss **FOUR** types of research. (10 marks)

QUESTION 5

- a) Discuss **FIVE** reasons for doing literature review in research (10 marks)
- b) Discuss any **FIVE** advantages and **FIVE** disadvantages of the following data collection instruments. (10 marks)
 - i) Questionnaire
 - ii) Observation
 - iii) Tape recording.