



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (DMP/R2)

BMC 2109: GENERAL RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

Answer **ALL** questions in section **A (COMPULSORY)** and any other **TWO** questions from section **B**

This paper consists of **TWO** printed pages

SECTION A (Compulsory - Answer ALL Questions)

Question One

- a) Define Research Design **(4 marks)**
- b) Explain **FOUR** factors to be considered when selecting a problem. **(8 marks)**
- c) Kentiles Ltd a company that specializes in the manufacture and sale of ceramic materials was established 10 years ago and has been very successful. Recently, however, the company has experienced a decline in business posting huge losses. A large number of customers have opted for competing products as leading managers are resigning to join their competitors. As the research specialist in this organization, you have been requested to carry out a research to determine the problems affecting the organization.
- (i) What kind of research would you conduct and why? **(2 marks)**
- (ii) Identify the problem giving justification of why it is a problem. **(4 marks)**
- (iii) State the research objectives that you would generate for this study. **(8 marks)**
- (iv) Illustrate the use of deductive and inductive reasoning from the study. **(8 marks)**

SECTION B (Attempt any TWO Questions)

Question Two

Discuss the importance of conducting a research design. **(20 marks)**

Question Three

- a) State and explain **FIVE** ethics of research. **(10 marks)**
- b) State **FIVE** advantages of using tape recording as a data collection method. **(10 marks)**

Question Four

Discuss the different types of sampling techniques under the following:

- a) Probability Sampling Techniques **(12 marks)**
- b) Probability Sampling Techniques **(8 marks)**

Question Five

- a) State **FIVE** advantages and **FIVE** disadvantages of using a questionnaire. **(10 marks)**
- b) Discuss the attributes of research. **(10 marks)**

