

Moi University
School of Human Resource Development
Department of Communication Studies
1ST year 2nd Semester Examinations: 2012/ 2013 Academic Year
Main Campus only
Course Title: Introduction to communication Research
Course Code: CMM 107

Instruction to Candidates: Answer Four Questions. Question ONE is COMPULSORY

Q 1 a) what is communication research? Examine vividly any four reasons why communication research is of great value. **(15 marks)**.

b) Progressively distinguish between qualitative research and quantitative research. **(10marks)**

Q2 Critically imagine of a current issue related to your area of study and using the major steps in research process demonstrate your research skills of how you are going to reach a reliable solution to that problem. **(15 marks)**

Q 3. i) What is a research title?. **(1 mark)**

ii) Formulate a research title. **(2 marks)**

iii) Formulate two research objectives based on your title. **(4 marks)**

iv) Examine any four importances of research objectives. **(8 marks)**

Q4. What is sampling in communication research? Briefly examine any three non- profitability sampling designs and in each case state one strengths and one limitations in their applicability.

(15 marks)

Q5) Discuss any five ethical considerations in communication research. **(15 marks)**

Q6 a) state any four importance of conducting an effective literature review in research.

(4marks)

b) What is historical research? Examine any three strengths and two limitations of using historical research in media communication. **(7 marks)**

c) What is case study research? Explain any three purposes of case studies in communication research. **(4 marks)**