

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

**COMM 380: INTRODUCTORY RESEARCH METHODS IN COMMUNICATION**

**STREAMS: B.A (COMM & MEDIA) Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 13/12/2012**

**2.30 P.M – 4.30 P.M.**

**INSTRUCTIONS:**

Attempt three (3) questions in all.  
Question One is compulsory.

**SECTION A: (30 MARKS)**

1. (Compulsory)

- (a) State 5 objectives of carrying research work. [5 marks]
- (b) Distinguish the following types of research:
- (i) Descriptive Vs Analytical
  - (ii) Applied Vs Fundamental
  - (iii) Quantitative Vs Qualitative
  - (iv) Conceptual Vs Empirical
  - (v) Exploratory Vs Formalized [25 marks]

**SECTION B: (40 MARKS)**

2. Describe the different steps involved in a research process. [20 marks]
3. “Creative management, whether in public or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency”. Discuss this statement in relation to significance of research (Raj. UnivM.Phil Exam 1978). [20 marks]
4. “Research is much concerned with proper fact finding, analysis and evaluation” (Kothari, 2011). Do you agree with this statement? Give reasons in support of your answer. [20 marks]
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