



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS (COMMUNICATION & MEDIA
TECHNOLOGY) WITH INFORMATION TECHNOLOGY**

(MAIN - CAMPUS)

AMT 304: RESEARCH METHODS IN COMMUNICATION

Date: 17th July 2014

Time: 8.30 – 10.30 am

INSTRUCTIONS:

- Answer THREE questions
- Question ONE is compulsory.



Instructions: Answer three questions. Question one is compulsory.

1. Draft a problem statement for a study titled “The Role of Social Media in Consumption of Traditional Media in Kenya” (30 Marks)
2. Using appropriate examples critically analyse sources of knowledge (20 Marks)
3. Analyse the characteristics of qualitative research approach as compared to quantitative research approach in a media audience analysis and in a focus group discussion. (20 Marks)
4. Define research design and show how various types of research design are used in a communication based study. (20 Marks)
5. Explain the use of a sample and describe the various types of probability sampling. (20 Marks)