



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF BACHELOR OF COMMUNICATION AND MEDIA
SECOND SEMESTER 2016/2017
(JANUARY - MAY, 2017)**

COMM 381: ADVANCED RESEARCH METHODS IN COMMUNICATION

STREAM: Y3S2

TIME: 2 HOURS

DAY: MONDAY, 12:00-2:00 PM

DATE: 08/05/2017

INSTRUCTIONS

1. *Do not write anything on this question Paper.*
2. *Answer question ONE and any other TWO questions.*

QUESTION ONE

Consider the following research abstract and use it to answer the questions that follow:

Leadership involves authority and responsibility in terms of deciding the way of behind held responsible for the success or failure of achieving the agreed objectives. The purpose of this study was to investigate the effect of principal's leadership styles on academic performance of students in public secondary schools in Nyamira County, Kenya. The objectives of the study were to be prevalent leadership styles used by principals and their effect on academic performance of students in public secondary schools; to find out the effect of principal's democratic leadership style on academic performance of students in public secondary schools; to establish the effect of principal's transactional leadership style on academic performance of students in public secondary schools and to assess the effect of principals' transformational leadership styles on academic performance of students in public secondary schools in Nyamira County. The study uses survey research design to obtain information regarding leadership styles and their effect on student's performance. The

study targeted all the 188 principals, 188 deputy principals and 188 senior teachers in Nyamira County. This is because they are more informed on the principals' leadership styles and academic performance of students in public secondary schools. The sample size comprised 30% of the principals, deputy principals and senior teachers which translated to 56 principals, deputy principals and 56 senior teachers giving an accessible sample size of 168 respondents. Simple random sampling technique was used to obtain the questionnaires and interview schedules to collect data. Content validity and reliability of the tools was determined before data collection. A reliability coefficient of 0.852 was obtained. Quantitative data was presented by use of frequency tables and analyzed by descriptive statistics. The qualitative data was read and categorized into distinct themes as shown by the responses of respondents.

Results were presented by use of Tables and charts. Based on the findings of this study, it was recommended that: principals should be sensitized to employ all the leadership styles with equal measure for greater academic performance. The principals and all stakeholders should practice and employ the transactional and transformational styles of leadership to change the schools for maximum academic performance. There is need for principals to apply the leadership styles that lead to maximum academic achievement in secondary schools in Nyamira County.

- (a) What could be the possible title for the research? [2 marks]
- (b) State the possible independent and dependent variables of this study. [2 marks]
- (c) Distinguish between the types of data that were collected in this study? [4 marks]
- (d) State and explain the types of sampling techniques used in this study. [8 marks]
- (e) Differentiate between target population and sample size as used in this study. [4 marks]
- (f) Explain the main data collection instruments that were used in this study. [6 marks]
- (g) From the above abstract, state the recommendations of the study. [4 marks]

QUESTION TWO

- (a) Explain the meaning of the term research as used in communication and media. [4 marks]
- (b) Distinguish between qualitative and quantitative research methods. [4 marks]
- (c) State four characteristics of a good research problem. [4 marks]
- (d) What is the difference between the objectives and hypotheses of the study? [4 marks]
- ✕(e) Discuss the four measurement scales commonly used in research. [4 marks]

QUESTION THREE

You have been commissioned by the Kisii University to conduct research in an area of interest. Discuss the significance of writing a research proposal outlining its main parts. [20 marks]

QUESTION FOUR

Discuss the various ethical issues in carrying research in communication and media studies in Kenya. [20 marks]

QUESTION FIVE

Literature review is the back bone of any research. State its meaning and explain its importance in research. [20 marks]