



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION STUDIES
(MAIN, CITY & HOMABAY CAMPUSES)

ACM 806: RESEARCH METHODS

Date: 2nd May, 2012

Time: 2.00 – 5.00 p.m.

Masters Degree in Communication and Media

Second Semester Examinations

ACM 806: RESEARCH METHODS

Duration: 3hrs

Answer three questions. Question one is compulsory.

1. Using appropriate examples discuss the advantages and disadvantages of different types of knowledge acquisition
(30 Marks)

 2. A statement of the problem is the heart of research. Discuss. (20 Marks)

 3. Compare and contrast qualitative and quantitative methods of data collection and analysis. (20 Marks)

 4. Citing an example, explain the role of research question in qualitative research.
(20 Marks)

 5. "Research without ethics is intrusive and immoral". Discuss. (20 Marks)
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