

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ARTS IN COMMUNICATION AND MEDIA.

COMM 380: INTRODUCTORY RESEARCH METHODS IN COMMUNICATION

STREAMS: COMM Y3S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in all.
- **Question ONE** is Compulsory and carries 30 Marks]
- All other questions carry 20 Marks each

QUESTION ONE

- (i) Explain communication research [5 Marks]
(ii) Explain five purposes of social science research. [10 Marks]
(iii) Discuss the three main components of research proposal. [15 Marks]

QUESTION TWO

Formulate an own research topic and respond to the following;

- (i) Identify the variables therein
(ii) Formulate three specific objectives [20 Marks]

QUESTION THREE

Explain the following research concepts;

- (i) Researchable research topic
(ii) Statement of the problem
(iii) Ethical research
(iv) Research process
(v) Research variable [20 Marks]

QUESTION FOUR

Select any one research design and explain the following

- (i) Applicability
- (ii) Strengths
- (iii) Weaknesses

[20 Marks]

QUESTION FIVE

Identify and explain ten (10) key ethical challenges a researcher ought to caution against.

[20 Marks]

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