

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 3 SEMESTER 2 SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION/JOURNALISM**

**HSC 2305/HSJ 2306: MASS COMMUNICATION RESEARCH**

**DATE: JUNE 2019 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE

1. Explain the three classifications of hypotheses. (6 marks)
2. Discuss in five points the importance of hypotheses in research (10 marks)
3. Describe any five characteristics of a well stated research problem (10 marks)
4. Explain the purpose of setting objectives in research (4 marks)

QUESTION TWO

Explain in detail the following sampling methods:

1. Probability sampling (10 marks)
2. Non-probability sampling (10 marks)

QUESTION THREE

1. Explain the meaning of “research design” (3 marks)
2. Describe the four major parts of research design (8 marks)
3. Explain the three main types of research design (9 marks)

QUESTION FOUR

1. List any ten rules that a researcher needs to follow when constructively questionnaires (10 marks)
2. Explain any five guidelines for a researcher’s conduct during data collection (10 marks)

QUESTION FIVE

Explain any ten characteristics of a good research (20 marks)