

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION/ BACHELOR OF JOURNALISM

**HSC 2303: RESEARCH METHODOLOGY/HCC 2301:BCCM**

**DATE: AUGUST 2019 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

**QUESTION ONE: 30 MARKS**

a. Define the following concepts:-

 i. Research design. (2 marks)

 ii. Confounded relationship. (2 marks)

 iii. Coding. (2 marks)

 iv. Universe. (2 marks)

 v. Interpretation. (2 marks)

b. i. Explain the meaning of stratified sampling. (2 marks)

ii. In the context of the above, let’s suppose that we want a sample of size n=30 to be drawn from a population of size N= 8000 which is divided into three strata of size NI=4000, N2=2400, and N3=1600. Adopting proportional allocation, calculate the sample sizes of the different strata. (15 marks)

c. Mention three qualities of a good research report. (3 marks)

**QUESTION TWO: 20 MARKS**

a. Give five advantages and disadvantage of using questionnaires in data collection. (10 marks)

b. Explain the different steps involved in writing a report. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Describe five differences between a survey and an experiment.

(10 marks)

b. Explain the term tabulation. (2 marks)

c. Outline five principles of tabulation. (5 marks)

d. Explain two principles of experimental designs. (3 marks)

**QUESTION FOUR: 20 MARKS**

a. Discuss the term systematic bias. (2 marks)

b. In relation to the above mention any five causes of systematic bias.

 (5 marks)

c. Mention five characteristics of a good sample design. (5 marks)

d. Explain any four formal experimental designs. (8 marks)

**QUESTION FIVE: 20 MARKS**

a. Explain the concept of validity and reliability in research. (4 marks)

b. Discuss the process of developing measurement tools in research.

(10 marks)

c. Outline six guidelines for successful interviewing. (6 marks)