

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF
JOURNALISM AND COMMUNICATION**

MJAC 800: APPLIED COMMUNICATION RESEARCH

STREAMS:

TIME: 3 HOURS

DAY/DATE: THURSDAY 7/10/2021

11.30 A.M. – 2.30 P.M.

INSTRUCTIONS:

- **Answer any three questions**

Question one (20 marks)

- a) Describe four guidelines a researcher can use to do effective literature review. (12 marks)
- b) Using an appropriate example of a research problem in mass communication, analyze the arguments of one theory of mass communication. (8 marks)

Question two

Describe five features of qualitative research.

Question three

Citing relevant examples, discuss five ethical principles of communication research. (20 marks)

Question four

Discuss any two sampling procedures appropriate in mass communication research. (20 marks)

Question five

Describe any two data analysis techniques commonly used in communication research.

marks)

(20

