

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

STREAMS: BA (COMM & MEDIA) Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

11.30A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions
- Question **ONE** is **COMPULSORY** and carries **30 Marks**
- All other Questions carry **20 Marks**]

**QUESTION ONE**

- (a) Briefly explain the three main stages of a research proposal. [10 Marks]
- (b) From the following research topic “Role of media in influencing sexual behaviour”, formulate four research objectives. [20 Marks]

**QUESTION TWO**

Discuss five key elements of literature review. [20 Marks]

**QUESTION THREE**

Explain the following research concepts;

- (i) Research topic [4 Marks]
- (ii) Statement of the problem. [4 Marks]
- (iii) Research validity [4 Marks]
- (iv) Research design [4 Marks]
- (v) Population [4 Marks]

**QUESTION FOUR**

Highlight and briefly explain four types of research designs. [20 Marks]

**QUESTION FIVE**

Discuss the possible ethical challenges likely to be encountered in the entire research process.

