

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**COMM 380: INTRODUCTION RESEARCH METHODS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 30/03/2021**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS:**

**Answer three questions**

**Question one is compulsory and has 30 marks**

**All other questions are 20 marks each**

1. (a) Explain five qualities of a good research topic. [10 marks]  
(b) From the following topic “ An assessment of television advertising and consumer behaviour.
  - (i) Formulate two specific objectives
  - (ii) Make a brief statement of the problem. [20 marks]
2. Select any five key elements of chapter three of a research proposal and research process and discuss their importance in the research process. [20 marks]
3. Explain the following research terminologies.
  - (a) Research reliability
  - (b) Theoretical framework
  - (c) Researchable topic
  - (d) Population
  - (e) Independent variable
4. Highlight and explain four types of research designs and situations in which they apply. [20 marks]

5. Discuss possible ethical challenges likely to be encountered in the entire research process. [20 marks]
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