

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COMM 381: ADVANCED RESEARCH METHODS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 6 /07/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer question **One** (Compulsory) and any other **Three** questions.
- Do not write anything on the question paper

QUESTION ONE

- a) Explain five principles of nature as basis for scientific inquiry. [10 Marks]
- b) Identify and briefly explain five ways in which quantitative data can be represented. [10 Marks]
- c) Outline the five outcomes can you credit chapter five for in a research project? [10 marks]

QUESTION TWO

Hypothesize a case study research of own choice and;

- a) Formulate two specific objectives of the study. [5 Marks]
- b) Develop a coding system for both qualitative and quantitative data. [15 Marks]

QUESTION THREE

Credible research is about objectivity and scientific procedure. Explain 10 factors that may pose a threat these two principles. [20 Marks]

QUESTION FOUR

- a) Discuss five considerations for *Background to the Study* [10 Marks]
- b) Outline any 5 factors to consider when reviewing *Literature*. [10 Marks]

QUESTION FIVE

From the knowledge acquired in advanced research methods;

- a) Explain five benefits of Research to society. [10 Marks]
- b) Explain five benefits of Research to the research fraternity. [10 Marks]

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