

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM**

**DJMC 0125: COMMUNICATION RESEARCH**

**STREAMS:**

**TIME: 2 HOURS**

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

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS:**

**Answer three questions**

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

**All other questions carry 20 marks each**

1. (a) Distinguish communication research from other forms of social science research. [5 marks]
- (b) Explain five practical uses that communication research is put into. [10 marks]
- (c) Systematically highlight and explain what constitutes a research proposal. [15 marks]
2. From the following perspective, “media competition”.
  - (a) Formulate a workable research title. [5 marks]
  - (b) Indicate the independent variable. [5 marks]
  - (c) Formulate two specific objectives. [10 marks]
3. Chapter three of a research proposal gives a blueprint on data collection . Explain all key element of this chapter.
4. A questionnaire is a useful instrument for data collection.
  - (a) Explain five weaknesses of a questionnaire. [10 marks]
  - (b) What are five key challenges in a questionnaire construction? [10 marks]

5. A sound research process is largely weighted against its adherences to ethical standards. Identify and briefly explain 10 of these ethical standards. [20 marks]
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