

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0214: COMMUNICATION RESEARCH

STREAMS: DIP. DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 05/07/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Question 1 in Section A is compulsory. Answer any other 2 questions from section B.**

SECTION A

QUESTION 1

- (a) Define the following terms:
- | | |
|-----------------------|----------|
| (i) Research | (1 mark) |
| (ii) Population | (1 mark) |
| (iii) Sample | (1 mark) |
| (iv) Qualitative data | (1 mark) |
| (v) Quantitative data | (1 mark) |
- (b) Formulate a title on a research project in media and communication that you can conduct. (2 marks)
- (c) List three objectives of the research project whose title you have formulated above. (3 marks)
- (d) Outline four benefits of the research project. (4 marks)
- (e) Indicate any two limitations you may encounter in the research project. (2 marks)
- (f) Describe two sources of data for the research project. (6 marks)

- (g) With reasons for its choice, clearly explain the sampling technique you will use in this research project. (8 marks)

SECTION B

QUESTION 2

Discuss five ethical principles that researchers need to uphold while conducting communication research. (20 marks)

QUESTION 3

- (a) Describe five characteristics of research. (10 marks)
- (b) Explain any two data analysis techniques that one can use in communication research. (10 marks)

QUESTION 4

Discuss the role of research in the media and communication industry. (20 marks)

QUESTION 5

With the help of examples, discuss any four data collection techniques used in communication research. (20 marks)
