

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND  
MASS COMMUNICATION**

**DJMC 0214: COMMUNICATION RESEARCH**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 21/09/2021**

**2.30 P.M. – 4.30 P.M.**

**INSTRUCTIONS:**

- **Question one in Section Compulsory**
- **Answer any other two question from Section B**

**SECTION A**

**Question one**

- Define the following terms:
  - Research
  - Literature review
  - Data
  - Population
  - Sample (5 marks)
- Formulate a title on a research project in media and communication that you can conduct. (2 marks)
- List three objectives of the research project whose title you have formulated above. (3 marks)
- Outline four benefits of the research project. (4 marks)
- Indicate any two limitations you may encounter in conducting the research project. (2 marks)
- With reasons for its choice, clearly explain the sampling technique you will use in this research project. (8 marks)
- Describe the scope of your research project. (6 marks)

**SECTION B**

**Question two**

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

**Question three**

- 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 four**

Discuss four ethical principles that journalists need to uphold while conducting research for media reports. (20 marks)

**Question 5**

- a) Describe five guidelines of designing questionnaires. (10 marks)
  - b) Explain five advantages of using questionnaires in data collection. (10 marks)
- .....