

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION

DJMC 0215: COMMUNICATION RESEARCH

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 01/11/2021

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. Data (1 mark)
 - iii. Sample (1 mark)
 - iv. Sampling technique (1 mark)
- b) Describe the characteristics of qualitative research. (4 marks)
- c) Formulate a title on a research project in media and communication that you can conduct. (3 marks)
- d) List three objectives of the research project whose title you have formulated above. (3 marks)

- e) Explain three reasons why you will need to review literature on the research area you have chosen. (6 marks)
- f) 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) Briefly describe any two sub-sections contained in Chapter 1 of a research proposal. (10 marks)

Question 4

Explain why you will need research as a media and communication practitioner. (20 marks)

Question 5

Describe any five guidelines of conducting interviews in communication research. (20 marks)
