

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA**

COMM 380: INTRODUCTORY RESEARCH METHODS

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer Three Questions**
- **Questions One is Compulsory and carries 30 marks**
- **All other Questions carry 20 marks each**

QUESTION ONE

- (a) Formulate an own research topic and respond to the following;
- (i) Identify two variables
 - (ii) Formulate four specific objectives [20 marks]
- (b) Identify and explain five roles of research in society. [10 marks]

QUESTION TWO

- (a) What is a research proposal? [3 marks]
- (b) Identify and explain the three components of a research proposal. [15 marks]

QUESTION THREE

Explain the following research terminologies.

- (i) Researchable research topic [4 marks]
- (ii) Statement of the problem [4 marks]
- (iii) Research design [4 marks]

- (iv) Population [4 marks]
- (v) Scope of study [4 marks]

QUESTION FOUR

- (a) Explain five types of research design. [10 marks]
- (b) Explain five challenges faced in questionnaire construction. [10 marks]

QUESTION FIVE

Explain 10 ethical challenges that researchers are likely to face in the entire research process. [20 marks]
