



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA  
IN COMMUNICATION AND MEDIA

DJMC 0125: COMMUNICATION RESEARCH

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 5/12/2017

2.30 P.M. – 4.30 P.M.

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**INSTRUCTIONS: Answer three questions in all. Question One is compulsory**

1. (a) Explain the meaning of the following terms
  - (i) Communication research [2 marks]
  - (ii) Research design [2 marks]
  - (iii) Probability sampling [2 marks]
- (b) Explain why research is important in communication. [10 marks]
- (c) There are two approaches to research. Show their application in research. [6 marks]
- (d) Explain while giving examples the differences in two categories of sources of data in research. [8 marks]

**SECTION B (40 MARKS)**

2. As a researcher you anticipate vicious difficulties and ethical issues. Using suitable examples, discuss these ethical issues. [20 marks]
3. (a) Discuss the sequential process of conducting research. [10 marks]
- (b) In developing countries like Kenya, research results do not contribute to policy decisions. What do you think can be done to encourage research in Kenya. [10 marks]
4. Sampling in research is selecting a number of subjects to enable collection of data about the population a researcher intends to study. Outline and explain five sampling techniques available to the researcher. [20 marks]