

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

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

COMM 381: ADVANCED RESEARCH METHODS

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

11.30 AM -1.30 PM

INSTRUCTIONS:

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

Question One

Formulate a research topic of your choice and from it

- (i) Formulate four specific objectives. [15 marks]
- (ii) Write a statement of the problem [15 marks]

Question Two

Give key highlights of chapters one, two and three of a research project. [20 marks]

Question Three

Explain the following research concepts;

- (i) Scope of the study
- (ii) Population
- (iii) Sampling
- (iv) Questionnaire
- (v) Research gap [20 marks]

Question Four

Explain,

- (i) Three advantages and three disadvantages of an open – ended questionnaire. [10 marks]
- (ii) Five considerations for complete participant observer in field research design. [10 marks]

Question Five

Discuss ethical considerations for a credible research process. [20 marks]
