

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**COMM 381: ADVANCED RESEARCH METHODS**

**STREAMS: BA (COMM & MEDIA)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 11/4/2018**

**2.30 P.M. – 4.30 P.M.**

**INSTRUCTIONS:**

- **ANSWER THREE QUESTIONS**
- **QUESTION ONE IS COMPULSORY AND CARRIES 30 MARKS**
- **ALL OTHER QUESTIONS CARRY THIRTY MARKS EACH**

**QUESTION ONE**

- (a) Formulate a suitable media research topic and write a statement of the problem for the same. [15 marks]
- (b) Identify four sampling techniques and explain two limitations associated with each of them. [15 marks]

**QUESTION TWO**

A questionnaire is a popular research instrument for data collection in survey research design

- (i) Explain five considerations for a questionnaire construction.
- (ii) What are key limitations associated with open ended as well as closed ended questions. [10 marks]

**QUESTION THREE**

Explain the following research concepts:

- (i) Research design [4 marks]
- (ii) Sampling frame [4 marks]
- (iii) Research validity [4 marks]
- (iv) Data coding [4 marks]
- (v) Research report [4 marks]

**QUESTION FOUR**

Explain key highlights of a research process from chapter three to chapter five. [20 marks]

**QUESTION FIVE**

Discuss the challenges that are likely to interfere with a research process. [20 marks]

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