

CHUKA



UNIVERSITY

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EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0204: COMMUNICATION RESEARCH

STREAMS: DIP. JMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 07/08/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer three questions in all.
- Question one is compulsory.

SECTION A: 30 MARKS (COMPULSORY)

1. (a) Explain the differences in two categories of sources of data in research. (10 marks)
- (b) Discuss the sequential process of conducting research. (20 marks)

SECTION B: 40 MARKS

2. 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)
3. (a) Discuss two approaches to research and show their application in research. (10 marks)
- (b) As a researcher you anticipate various difficulties and ethical issues. Using suitable examples, Discuss these ethical issues. (10 marks)
4. In Africa, research result do not contribute to policy decisions. What do you think can be done to encourage research in Kenya? (10 marks)

