(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF ARTS, JOURNALISM AND MASS COMMUNICATION.

COURSE CODE: JMC 315

COURSE TITLE: RESEARCH METHODS

DATE: 23/5/2022   TIME: 9:00- 11:00 AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ▶

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

1. a) Imagine you have been provided with the following statement of the problem. Answer the questions that follow thereafter.

Statement of Research Problem

From the establishment of the Kenya Broadcasting Corporation (KBC) in 1951, which later metamorphosed into the FM stations, in 2000, to the setting up of the regional radio stations in the20th Century, radio broadcasting has grown tremendously in the county. Currently, there is no part in country that does not listen to radio. It is important to note that until 1992, all the radio stations in Kenya were government owned and operated. The deregulation of the broadcasting industry in 1992 through Decree (Now Act) No.38 has further increased the number of radio stations in the country with the establishment of private radio stations. In Nairobi city alone, there are over a dozen radio stations. These include: Kiss FM (97.6), Radio Mambo, Citizen Radio, Q FM,(100.5), Radio Maisha (96.9), Nation FM (102.3), etc. The fact that radio is popular among people today does not mean that people listen to it in the same pattern. As it is with other media of mass communication, people attend to radio for different purposes and in different ways. Therefore, there is always the tendency that different people will prefer one radio station to others, or a radio programme to others. Invariably, there are various factors that influence how, when and why individuals listen to radio broadcast or attend to the mass media generally. The question therefore arises: how do university students as typified by those at the Kibabii University (KIBU) listen to radio? In other words, what is the radio listenership pattern of the students of KIBU? This, in a nutshell is the problem, which this study seeks to investigate.

i)   Provide the appropriate title to the study (2mks)

ii) Identify the independent variable from the title in i) above (2mks)

iii) Construct any TWO research questions (4mks)

iv) Explain any THREE data collection instruments that you will use in the above study (6mks)

v)   Explain any TWO procedures you will use to sample the target population in your study (4mks)

vi) Which media research method will be the most appropriate for this study and why? (4mks)

b) Highlight any FOUR differences between qualitative and quantitative approaches to media research (8mks)

QUESTION TWO

2. A. Define hypothesis   (3 marks)
    B. What are 3 (THREE) types of hypothesis   (7 marks)

    C. Why is literature review an important step in the research process?   (10mks)

QUESTION THREE

3. a) Define the TWO types of variables   (4 marks)
   b) What are qualities of a good problem statement?   (6 marks)
   c) State and explain the purpose of carrying out research?   (10 marks)

QUESTION FOUR

4. A. What are the TWO different types of research?   (6 marks)
   B. What are the forms of qualitative research ?   (6 marks)
   C.   Mary was carrying out research on use of internet/Technology to enhance E-learning among fourth year journalism students of Kibabii University. She selected every 4th member of the population among them were male, female and disabled students. What type of random sampling is this? Explain its advantages and disadvantages?   (8 marks)

QUESTION FIVE

5. a) Define what a sample is? What are the TWO types of sampling design?   (6 marks)

   b) What are the ADVANTAGES of stratified random sampling?   (7 marks)

   c) Discuss the DISADVANTAGES of cluster random sampling?   (7 marks)

QUESTION SIX

6. a) State and Explain the FOUR types of non- probability sampling?   (10 marks)

   b) What are the advantages and disadvantages of any TWO of the above mentioned sampling methods?   (10 marks)