



(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMC 305/JMC 315

COURSE TITLE: RESEARCH METHODS

DATE: 12TH JANUARY, 2022

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE - COMPULSORY (30 MARKS)

EITHER:

- a) Outline the features of a good research. (5 marks)
- b) Identify and explain any four functions of media research. (5 marks)
- c) Differentiate between case studies and ethnographic research. (4 marks)
- d) Briefly describe the process of research. (6 marks)

Supposing you were to carry out a research study on the following topic: **The Influence of TV programmes on the cultural values of Kenyan Youth.**

- i. Identify the two variables in the topic (2 marks)
- ii. Develop two research objectives that will be achieved by this study (2 marks)
- iii. Identify and justify three instruments you would use to collect data (3 marks)
- iv. What two challenges you are likely to encounter in carrying out this study and how you would overcome them (3 marks)

OR

- a) Discuss the following concepts as used in research. Illustrate with examples where necessary:- (21 marks)
 - i. Independent variable versus dependent variable (6 marks)
 - ii. Theoretical framework (3 marks)
 - iii. Problem statement (3 marks)
 - iv. Limitations in research (3 marks)
 - v. Feasibility (3 marks)
 - vi. Falsifiability (3 marks)
- b) What is a research hypothesis? Illustrate with examples (9 marks)

QUESTION TWO (20 MARKS)

- a) Explore the major events or social forces that encourages the growth of mass media research. (10 marks)
- b) Outline any three ethical issues in research and show how they can be applied in media research. (10 marks)

QUESTION THREE (20 MARKS)

Distinguish between qualitative and quantitative research approaches.

QUESTION FOUR (20 MARKS)

- a) Using appropriate examples from media research, discuss the various methods of sampling.

b) Discuss the various types of research.

(8 marks)
(12 marks)

QUESTION FIVE (20 MARKS)

a) Explore the qualities of a good researcher.

(10 marks)

b) Explain the components of an academic research.

(10 marks)

QUESTION SIX (20 MARKS)

a) Distinguish between qualitative and quantitative research methods. Illustrate with examples where necessary.

(10 marks)

b) Reliability and validity in research.

(10 marks)