



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

**BACHELOR OF SCIENCE IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 305

COURSE TITLE: RESEARCH METHODS

DATE: 13/12/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating.

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

Question 1

- A) Research has been defined as a purposeful, systematic, critical, trustworthy and ethical process of inquiry that is undertaken to make a worthwhile contribution to knowledge within a particular field. Using tangible illustrations, discuss how this definition would apply in communication field of study (24marks).
- B) Discuss three basic features of quantitative approach to research (6marks).

Question2

You are preparing to undertake a research on impact of television content on students' sexual behavior.

- a) State the likely appropriate approach to research to be adopted (2marks)
- b) State the method of research to be adopted agreeable with the approach chose above (2marks).
- c) State the classification of this type of research based on approach chose (2marks)
- d) Write the likely title of research (2marks)
- e) Write one key question that your study will likely seek to answer (3marks)
- f) State two hypotheses that your study is likely to test (4marks)
- g) Explain the sampling procedure you will use to identify participants in your study (5marks).

Question3

By far questionnaires remain the most regularly used data collection instruments in social science research.

- a) Critically examine the factors you have to consider when developing and using questionnaires (10marks)
- b) What are the key advantages and disadvantages of closed ended questionnaires (5marks)
- c) Explain briefly the kind of approach to and method of research appropriate for utility of a questionnaire (5marks).

Question 4

Assume you are supposed to conduct a research on cohabiting in public universities

- a) Write an abstract section of your proposed study (15marks)
- b) Explain why theories will be relevant to your studies (5marks)

Question 5

- a) Ethical issues are pertinent in any piece of research. Using appropriate examples, discuss briefly any six main ethical issues a researcher ought to consider (12marks)
- b) What do you understand the concept “trustworthiness” in research (4marks)
- c) Briefly differentiate between privacy and confidentiality (4marks)