



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR**  
**DIPLOMA IN JOURNALISM AND MASS MEDIA**

**CITY CAMPUS - REGULAR**

**ADJM 0114: RESEARCH METHODS IN COMMUNICATION**

**Date:** 12<sup>th</sup> June, 2017

**Time:** 9.00 – 12.00pm

**INSTRUCTIONS:**

- Answer Question ONE and any other TWO



1. a) Define the term scientific research (5marks)
  - b. Explain the objectives of carrying out research (5marks)
  - c. Differentiate between research methods and research methodology (10 marks)
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d) What are the various types of research conducted in the field of communication (10 marks)

2.a) Explain why it's important for every researcher to choose a research design before conducting a research (15 marks)

b) Identify any five types of research designs (5marks)

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3. Distinguish between qualitative and quantitative data (20 marks)

4.a) Define the term sample size (5 marks)

b) What are the various non-probability sampling techniques and when are they applicable? (15marks)

5. Explain the following terms as used in research

a) Correlational analysis (5 marks)

b) Variables (5 marks)

c) Universe (5 marks)

d) Constructs (5marks)

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