



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA STUDIES**

CITY CAMPUS – REGULAR

AMS 802: RESEARCH METHODS IN COMMUNICATION

Date: 5th June, 2017

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Using a preset communication and media title draft a significance of your study. (20 Marks)

2. A communication campaign to promote vasectomy in Kisumu County is to be launched by the Kisumu County government. What research design would be suitable and why? (20 Marks)
3. Kalonzo Musyoka is to embark on a campaign to re-brand his party, the WIPER. Write a one page significance of that campaign. (20 Marks)
4. Describe the characteristics of a study population for a study on the effects of internal communication on organizational performance in Kenyan Public Universities during Student's and Employee's Unrest. (20 Marks)
5. Communication research uses varied non probability sampling research sampling procedures, which kind of studies would benefit from stratified sampling techniques (20 Marks)