

##### MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AND PUBLIC RELATIONS**

**COURSE CODE: CMM 107**

**COURSE TITLE:** **INTRODUCTION TO**

**COMMUNICATION**

**RESEARCH**

**DATE: th AUGUST, 2015 TIME:**

### INSTRUCTIONS TO CANDIDATES

## Question **ONE** is compulsory.

## Answer any other **TWO** questions.

## ***This paper consists of 2 printed pages. Please turn over.***

Q1. A research carried out a study on how females are portrayed in Kenyan            television commercials

1. Identify the most suitable research method for this study. (**2marks)**
2. Give TWO reasons for your choice of the method in (1a) above. (**4marks)**
3. Write THREE research objectives for this study. (**6marks**)
4. Explain TWO advantages and TWO disadvantages of the method in (1a) above (**8marks**)
5. Describe FIVE basic characteristics that distinguish the scientific method from other methods of knowing. (**10marks**)

Q2. In an organization you work for as a Public Relations Officer, you have            discovered that employees do not read their company’s internal            newspaper. You intend to carry out a readership research by examining            the reader profiles to enable the company focus the content of the            publication. Assuming that you have gone through the other research            steps, construct a questionnaire of not less than TEN questions to be            distributed to your respondents. **(20marks)**

Q3. As a researcher you intend to carry out a study and you need to locate a research topic.

1. Identify FIVE common sources of research topics. (**5marks)**
2. Explain FIVE features of s suitable research topic. (**10marks)**
3. Distinguish between independent and dependent variables. (**5marks**)

Q4. A researcher carried out a study among students of Maasai Mara             University on the kind of songs a radio station should play.

1. Describe FIVE issues the researcher considered when deciding            whether to use probability or a non probability  sample. (**10marks)**
2. Identify the type of sampling appropriate for this study. (**2marks)**
3. Explain TWO advantages of the type of sampling in (4a) above. **(4marks)**
4. Explain the significance of ‘respresentativeness’ in sampling. **(4marks)**

Q5. (a) Literature review has several important purposes that make it                        well worth the time and effort. Explain FIVE purposes of literature                        review. **(10marks)**

(b) In the course of carrying out research, suggest FIVE reasons why a                        research ought to pay attention to ethical issues. **(10marks)**

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##### MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AND PUBLIC RELATIONS**

**COURSE CODE: CMM 207**

**COURSE TITLE:** **COMMUNICATION AND**

**PERSUASION**

**DATE:2ND SEPTEMBER 2015 TIME:2.00PM – 4.00PM**

### INSTRUCTIONS TO CANDIDATES

## Question **ONE** is compulsory.

## Answer any other **TWO** questions.

## ***This paper consists of 3 printed pages. Please turn over.***

Q1 (a) Alcohol drinking is a pervasive problem on college campuses. As a              communicator you want to convince comrades to quit abusing alcohol,               explain FOUR practical suggestions you would give them. (**10marks)**

(b) After every five years, Kenyan media cover politics, with politicians              who will do just anything to win approval from voters, suggest FOUR              peripheral cues that low involved voters may consider in a candidate. (**10marks)**

      (c) Suppose you were requested to give a speech to first year             communication students on “Public Speaking Skills”, suggest THREE              attributes of credibility that would enhance your speech. (**10marks)**

Q2 Assume that after you graduate, you land a job with the Kenya Cancer         Society. Your task is to explore why some young people succeed in         quitting smoking and why others fail.

1. Describe ONE theory that best explains attitude behavior            relations. (**10marks)**
2. Suggest ONE main shortcoming of the theory in (1a) above. (**4marks)**
3. Identify ONE theory that adds a component to the theory in (1a) above. (**2marks)**
4. Explain the component added to the theory in (1a) above. (**4marks)**

Q3. (a) One media house carried out a campaign on fatty foods through its                 various radio channels. Describe THREE approaches to ethics that                 would be considered in designing the message. (**10marks)**

(b) Suggest FIVE primary benefits that attitudes provide. (**10marks**)

Q4. (a)“Communicators exert THREE different persuasive effects: shaping,               reinforcing and changing responses” (Miller, 1980). Using relevant               examples from the media in Kenya, explain the THREE effects. (**15marks)**

(b) Assume that you visited a supermarket yesterday accompanied by your             nephew, a toddler, and he demanded a toy. Suggest why this would NOT              qualify as persuasion. **(5marks)**

Q5. (a) “Propaganda overlaps with persuasion, as both are invoked to describe               powerful instances of social influence” (Perloff, 2003). Describe FOUR              differences between the terms. (**12marks)**

(b) Describe FOUR message effects in persuasion. **(8marks)**

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**REGULAR UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AND PUBLIC RELATIONS**

**COURSE CODE: CMM 209**

**COURSE TITLE:** **COMMUNICATING ABOUT**

**SCIENCE AND TECHNOLOGY**

**DATE:26TH AUGUST, 2105 TIME: 11.00AM – 1.00PM**

### INSTRUCTIONS TO CANDIDATES

## Question **ONE** is compulsory.

## Answer any other **TWO** questions.

## ***This paper consists of 2 printed pages. Please turn over.***

Q1. (a) Assume that as a Press Officer, you have been invited to have an               interaction with scientists on newsworthy science and technology               topics. Describe FIVE news values you should think of when reporting               science. (**10marks**)

(b) Suggest FIVE elements that shape news coverage of science and             technology from a journalist’s perspective. (**10marks)**

(c) Describe ONE media theory relevant to the coverage of science and             technology. (**10marks)**

Q2.(a) Science and technology provide the essential means for facilitating              economic and cultural transformation. Describe FIVE routes that have              been used in enhancing public understanding of science and              technology. (**10marks**)

    (b) Write a ONE page story on the most worrisome health problem in your             community today. **(10marks)**

Q3.(a) It is crucial that scientists understand the role of the media and how it              operates as a system within society. Describe FIVE guidelines for              scientists on communicating with the media. **(10marks)**

    (b) In FIVE ways, explain how a scientist would communicate risks and             benefits. (**10marks**)

Q4. (a) Science journalism in Africa is still seen as journalism of basic needs.               Explain **(10marks)**

(b) Even though there have been deep rooted factors keeping science at               the bottom of news reporting, there have been some positive changes.                Explain FIVE reasons for positive changes over the years. **(10marks)**

Q5. (a) Any journalist who wants to sell a story must make sure the story is               sellable, readable and useful to audiences. Suggest FIVE reasons why                   an editor might not publish a story. **(10marks)**

(b) Suppose you intend to write a story on climate change in Kenya,

(i) Identify FOUR sources of climate change information.  **(4marks)**

(ii) Write brief notes on SIX consequences of climate change on people’s             lives in Kenya, to be included in the story. **(6marks)**

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IRD 102: Communication Skills II

Section C: Research Skills (20marks)

You have been requested to carry out a research on “Free primary education in Kenya”.

1. Formulate a research topic from this research area. (4marks)
2. Explain FOUR issues you ought to consider before selecting a research topic. (8marks)
3. Write THREE research objectives for this study. (6marks)
4. Identify the most appropriate type of probability sampling suitable for this study. (2marks)