

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2018/2019

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION/BACHELOR OF JOURNALISM**

**HSJ 2306/HSC 2305 : MASS COMMUNICATION RESEARCH**

**DATE: APRIL 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

You have been tasked to come up with an academic research for your undergraduate studies project. Select a topic of your choice and write your brief content under the following headings:

(a) Title. [2 marks]

(b) A brief introduction of what, why and how your project is important. [5 marks]

(c) State your research problem. [8 marks]

(d) State your three specific objectives. [6 marks]

(e) Identify your population. [4 marks]

(f) Sample your units of analysis. [5 marks]

**QUESTION TWO (20 MARKS)**

Explain any ten characteristics of a good research. [20 marks]

**QUESTION THREE (20 MARKS)**

Describe the following terminologies as used in research: [20 marks]

(a) Population.

(b) Sample.

(c) Variable.

(d) Data.

(e) Unit of analysis.

**QUESTION FOUR (20 MARKS)**

Explain the meaning of the following research concepts: [20 marks]

(a) Survey and historical research.

(b) Case studies.

(c) Deductive and inductive research.

(d) Conceptual and empirical research.

(e) Action and evaluation research.