

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**COMM 381: ADVANCED RESEARCH METHODS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 11/08/2021**

**11.30 A.M – 1.30 P.M.**

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**INSTRUCTIONS**

- Answer three questions
- Question one is compulsory and carries 30 marks
- All other questions are 20 marks each

1

a) Identify and explain five purposes to which we utilize social science research in our lives. (15 marks)

b) Make a brief explanation of each of the five key components of the entire research process. (15 marks)

2. Discuss consideration for the construction of questionnaire. (20 marks)

3. Discuss any one research design while outlining its strengths and weaknesses. (20 marks)

4. Discuss any two types of non-probability sampling techniques while clearly indicating the circumstances in which they are used. (20 marks)

5. Outline and briefly explain five ethical challenges likely to be encountered by a researcher in during the research process. (20 marks)

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