

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATIONS**

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

**COMM 381: ADVANCED RESEARCH METHODS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 02/02/2021**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTIONS:**

**Answer three questions**

**Question one is compulsory and has 30 marks**

**All other questions are 20 marks each**

1 A media house wants to undertake research to establish causes for declining radio listenership

a) Formulate a suitable researchable title for the study (10 marks)

b) Formulate two specific objectives (10 marks)

c) Make a brief statement of the problem (10 marks)

2 Discuss key highlights of a research proposal (20 marks)

3 a) Explain five possible challenges a researcher may encounter in full-participant research design (10 marks)

b) What is your understanding of the following research terminologies (10 marks)

i) Scope of study

ii) Research variable

iii) Population

iv) Probability sampling

v) Theoretical framework

4. Discuss considerations for a questionnaire construction and possible challenges (20 marks)

5. Research is about procedure and integrity. Discuss possible challenges that may threaten research integrity (20 marks)

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