

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATION**

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

**COMM 381: ADVANCED RESEARCH METHODS**

**STREAMS: BA**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 05/11/2021**

**11.30 A.M – 1.30 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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