



**KISII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF**  
**MASTER OF COMMUNICATION STUDIES**  
**FIRST SEMESTER 2021/2022**  
**(FEBRUARY-JUNE, 2022)**

**MCOMS 800: RESEARCH METHODS IN COMMUNICATION**

**STREAM: Y1 S1**

**TIME: 3 HOURS**

**DAY: MONDAY, 9:00 AM – 12:00 PM**

**DATE: 27/06/2022**

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**INSTRUCTIONS:**

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (Compulsory) and any other TWO Questions.***

**Question One (20 marks)**

- Explain the characteristics of a good formulated research objective. (5 Marks)
- Discuss qualitative and quantitative research approaches. (5 Marks)
- Explain the aspects to consider in a well formulated problem statement (5 Marks)
- Explain the meaning and significance of research design. (5 Marks)

**Question Two (20 marks)**

- Explain the purpose of literature review in academic research. (12 Marks)
- Explain the concepts of reliability and validity in research and how they are important. (8 Marks)

**Question Three (20 marks)**

- a) Using relevant examples, explain the exploratory, descriptive and explanatory research. (12 Marks)
- b) Discuss the main ethical concerns that a researcher has to consider in relation to: -
  - i) Participants (4 Marks)
  - ii) Researcher (4 Marks)

**Question Four (20 marks)**

- a) Explain four data collection methods showing two advantages of each. (12 Marks)
- b) Explain the circumstances under which you would recommend to use the following sampling methods:
  - (i) Probability sample (2 Marks)
  - (ii) Non-probability sample (2 Marks)
  - (iii) Stratified sample (2 Marks)
  - (iv) Cluster sample (2 Marks)

**Question Five (20 marks)**

- a) Discuss the importance of theoretical framework and conceptual framework in academic research. (10 Marks)
- b) Explain five characteristics of good research. (10 Marks)