



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION &  
PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMJ 3204**

**COURSE TITLE: COMMUNICATION RESEARCH  
SKILLS II**

**DATE: 29<sup>TH</sup> APRIL 2019**

**TIME: 8.30AM-10.30AM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE and any other TWO questions.

*This paper consists of TWO printed pages. Please turn over.*

1. (a) Using relevant examples in research, differentiate between Conceptual hypothesis and Statistical hypothesis. **(10 mks)**  
  
(b) Describe the SIX steps you will undergo for effective data collection. **(12 mks)**  
  
(c) Explain FOUR factors to consider when selecting an appropriate research site. **(4 mks)**  
  
(d) Discuss the procedure in data organization. Use relevant examples. **(4 mks)**
2. (a) Using relevant examples, explain the THREE key ways of data presentation after analysis. **(6 mks)**  
(b) Explain any SEVEN ethical considerations that a researcher must consider during data collection. **(14 mks)**
3. Describe the FOUR key steps that a researcher must adhere to in formulating questionnaires. **(20 mks)**
4. Using relevant examples, explain FOUR ways of data analysis in quantitative research. **(20 mks)**
5. Describe any FIVE purposes of data collection. **(20 mks)**

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