



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES & CREATIVE INDUSTRIES**

**COURSE CODE: CMJ 3109-1**

**COURSE TITLE: COMMUNICATION RESEARCH  
METHODS**

**DATE: 13/12/ 2023**

**TIME: 0830-1030 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **TWO** questions

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

### **QUESTION ONE**

- a). What is research? **(2 MKS)**
- b). Identify two areas in communication research and develop a research topic from each one of them **(5MKS)**
- c). In your view explain the concept of “statement of the problem” in any research **(5MKS)**
- d). What do you understand by variables in a research topic, come up with a research topic, identify the variables, and briefly explain each and its role in that research? **(8MKS)**

### **QUESTION TWO**

Explain the difference between basic and applied research. **(15MKS)**

### **QUESTION THREE**

Discuss the role of literature review in research. **(15MKS)**

### **QUESTION FOUR**

Using examples, explain what you understand by qualitative and quantitative research methods. **(15MKS)**

### **QUESTION FIVE**

Explain the following terms as used in research

- i. Sampling design **(3MKS)**
- ii. Sample size **(3MKS)**
- iii. A conceptual framework **(3MKS)**
- iv. Research design **(3MKS)**
- v. Data analysis **(3MKS)**

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