

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES**

**CELS 311: RESEARCH METHODS IN LANGUAGE AND
COMMUNICATION**

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (11.30-13.30PM) DATE: 6/12/23

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

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

QUESTION ONE (30 MARKS)

Explain the following concepts in research:

- (i) Research question
- (ii) Research variable
- (iii) Research hypothesis
- (iv) Nominal scale
- (v) Ordinal scale
- (vi) Ex post facto research design

(30 marks)

QUESTION TWO (20 MARKS)

Explain the differences between the following research variables

- (i) Independent variable
- (ii) Dependent variable
- (iii) Extraneous variable
- (iv) Moderator variable
- (v) Control variable

(20 marks)

QUESTION THREE (20 MARKS)

Critically discuss any **five** research methods that can be used in language and communication research

(20 marks)

QUESTION FOUR (20 MARKS)

Discuss any **five** ethical rules which should be considered when carrying out a research.

(20 marks)

QUESTION FIVE (20 MARKS)

(a) what is meant by OBSERVER PARADOX?

(5 marks)

(b) Distinguish

(i) BASIC RESEARCH from APPLIED RESEARCH

(6 marks)

(ii) PRIMARY, SECONDARY and TERTIARY sources of research data

(9 marks)