

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

### **MASTERS EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**COMM 811: RESEARCH METHODS**

***STREAM: R***

***TIME: 3 HRS***

***DAY: TUESDAY (8.30-11.30AM)***

***DATE: 19/12/23***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer **THREE** questions. Question **ONE** is compulsory

**QUESTION ONE**

Discuss any seven pillars of the research process (30 marks)

**QUESTION TWO**

Evaluate the importance of literature review in research (15 marks).

**QUESTION THREE**

Explain how you can employ Health Belief Model in health communication research (15 marks)

**QUESTION FOUR**

Assess the importance of open coding, axial coding and selective coding in qualitative data analysis (15 marks)

**QUESTION FIVE**

Discuss any five logical fallacies that concern thesis writing (15 marks)

