



# UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2025/2026 ACADEMIC YEAR**

**THIRD YEAR EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF ARTS  
COMMUNICATION AND MEDIA**

**COMM 313: RESEARCH METHODS**

***STREAM: R***

***TIME: 2 HRS***

***DAY: THURSDAY (14.30-16.30)***

***DATE: 05/02/2026***

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

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

**INSTRUCTIONS**

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

**QUESTION ONE**

- a). Use an example to define the term 'research' as it applies to this course. **(4 marks)**
- b). Distinguish qualitative and quantitative research. Support your answer with an example. **(6 marks)**
- c). Provide an exhaustive description on **FIVE** criteria for selecting an appropriate topic for your research. **(10 marks)**
- d). Distance and explain any **FIVE** importance of research to students. **(10 marks)**

**QUESTION TWO**

- a). Use a typical example to explain the purpose of a research proposal in research work. **(5marks)**
- b. i) Identify the **THREE** main areas that constitute a research proposal. **(3 marks)**
- c). Describe the main tenets that characterize each of the main areas in the above. **(12marks)**

**QUESTION THREE**

- a) With examples distinguish the following terms in relation to research:
  - i). Population and sample. **(4 marks)**
  - ii) Limitation and delimitation **(4 marks)**
  - iii). Problem statement and theoretical framework. **(4 marks)**
  - iv). Literature review and pilot study **(4 marks)**
  - v). Median and mode **(4 marks)**

**QUESTION FOUR**

Give a detailed description on **FIVE** elicitation techniques you would use to elicit data from the field during your research process. Use typical examples in your description. **(20 marks)**

**QUESTION FIVE**

- a). Identify a researchable topic of interest in this course and answer the questions that follow:
  - i). Devise a suitable title for the selected topic of interest. **(3 marks)**
  - ii). Write a problem statement in a paragraph form for your topic. **(4marks)**
  - iii). Identify and explain **FOUR** purposes of literature review in your work. **(8 marks)**
  - iv). Describe any **TWO** ethical considerations you would consider in your research. **(5 marks)**