



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION APRIL-2015

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT TITLE: RESEARCH METHODS

DATE: 27TH APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Explain the meaning of the following terms as used in research (3 marks)
- research
 - sampling
 - variable
- (b) Explain the THREE key purpose of research (3 marks)
- (c) Using examples explain APA referencing style in both text and reference list (2 marks)
- (d) Discuss any TWO common ethical issues in research (2 marks)
- (e) Based on your area of interest and specialization, formulate
- Possible research title (1 mark)
 - Two specific objectives (2 marks)
 - Two research questions (2 marks)
 - Two hypothesis (2 marks)
 - One paragraph statement of the problem (3 marks)

QUESTION TWO

- (a) Compare the following types of research and explain the relevance of each
- Qualitative and quantitative research (5 marks)
 - Basic and evaluation research (5 marks)
- (b) Compare descriptive and exploratory research designs. (5 marks)
- (c) Describe any two common results presentation methods (5 marks)

QUESTION THREE

- (a) Explain the meaning and importance of literature review in research. (10 marks)
- (b) Describe the meaning and qualities of an effective back ground to the study. (10 marks)

QUESTION FOUR

- (a) Differentiate conceptual frame work from theoretical frame work. (10 marks)
- (b) Using two examples of each differentiate probability from non-probability sampling techniques. (10 marks)

QUESTION FIVE

- (a) Discuss any FIVE attributes of a scientific research. (10 marks)
- (b) Discuss the advantages and disadvantages of using a questionnaire over an interview guide. (10 marks)