



**CENTRAL
UNIVERSITY
COLLEGE**

RESIT EXAMINATION: 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES

COMM 301: COMMUNICATION RESEARCH & DESIGN

TIME ALLOWED: TWO (2) HOURS

LEVEL 300

ANSWER ONLY TWO (2) QUESTIONS FROM THIS SECTION.

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INVIGILATOR.

LECTURER: Ms. Denise D. Duncan

1.
 - a. What is Research?
 - b. List and explain the general steps you will follow in conducting any research? (50 marks)
2. How does a researcher distinguish research conducted from surveys and that of in-depth interviews? (50 marks)
3. The University has asked you to engage in a research to ascertain evidence of fair and objective coverage of the University in 2015 by the National Newspaper. Develop a research design to provide evidence with your findings. (50 marks)
4. Define and explain any five (5) of the following terminologies within Research circles with an example each (50 marks):
 - a. Concept
 - b. Operationalisation
 - c. Reliability
 - d. Validity
 - e. Unit of Analysis
 - f. Probability Sampling
 - g. Non probability Sampling
5. Research may be approached qualitatively and quantitatively. Explain 5 of the basic features that separate the two approaches? (50 marks)

END OF PAPER