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**UNIVERSITY EXAMINATION
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST, THIRD SEMESTER**

**MAIN EXAMINATION
FOR DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: DCU 132

**COURSE TITLE: INTRODUCTION TO COMMUNICATION
RESEARCH**

*Answer Question **ONE** and any other **TWO***

1.
 - a) Define Research and how it's related with Journalism and Communication (3mks)
 - b) State and Explain 3 sources of Research topic (6mks)
 - c) What is Research Tittle? (2mks)
 - d) Define Focus Group Discussion and mention 3 of its disadvantages. (5mks)
 - e) Differentiate between descriptive and inferential statistics (4mks)
 - f) Define Research plagiarism and how it can be avoided (4mks)
 - g) Discuss 3 ethical issues that you must consider before conducting a research (6mks)
2.
 - a. Formulate Research Tittle (2mks)
 - b. Formulate 4 Research objectives based on your tittle (8mks)
 - c. Examine any 5 importance of research objectives (10mks)
3. Define sampling in communication research and briefly discuss any FOUR non-profitability sampling designs and in each case state 2 disadvantages and advantages (20mks)
4. Discuss 5 types of Research (20mks)
5. Discuss any FIVE ethical considerations in Communication Research. (20mks)