



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE BACHELOR IN
COMMUNICATION**

SEPTEMBER-DECEMBER 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: COM302

COURSE TITLE: COMMUNICATION RESEARCH METHODS

EXAM DATE:

TIME:

INSTRUCTOR: HENRY NEONDO

DURATION: 3 HOURS

Read all questions carefully before attempting.

Answer question ONE and any other TWO Questions

All other PAC University examination rules and regulations apply

INSTRUCTIONS

SECTION A is COMPLUSORY (30marks)

Select any two questions in section B (30 Marks)

SECTION A

QUESTION ONE (Compulsory) 30 Marks

QUESTION 1(Compulsory)

(30 Marks)

In the recent past, experts have complained about politicians owning media. The impact of this however may need long term research to determine whether ownership of media by politicians is good or bad. Discuss the following terms

- a) Research (2 Marks)
- b) Media Research (2 Marks)
- c) Giving examples, outline five (5) ways in which research is useful to the media industry? (10mks)
- d) There are about 12 steps involved in good research. Describe the three steps you have learned in developing your Chapter One and Two of research project (16 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (30 Marks)

QUESTION 2

(15 Marks)

- a) Literature review is one of the key steps in proposal writing. Discuss what is involved in conducting literature review (8 Marks)
- b) In a research proposal, chapter One is key since it is recognized as the backbone of any study. This chapter contains background of the study, problem statement of the research problem and significance of the study among others. Discuss each of the three elements stated. (7 Marks)

QUESTION 3

- a) You have been asked to go and ascertain that regular and consistent class attendance leads to better performance. In a class of 40 students at PAC University, Valley Road, briefly describe most common data collection instruments you will use in this research assuming you take a qualitative research design (8 Marks)
- b) Discuss ethical considerations you will take note of while conducting your research (7 Marks)

QUESTION 4

With relevant examples, describe the following types of research.

- i. Exploratory research. (3 Marks)
- ii. Explanatory research. (3 Marks)
- iii. Qualitative research. (3Marks)
- iv. Quantitative research. (3 Marks)
- v. Cross sectional research. (3Marks)