



**COM 302 – COMMUNICATION RESEARCH
APRIL 2025 EXAM
DEGREE PROGRAMME**

Section A – Compulsory

Question One (10 marks)

- a. Examine the following quantitative research question: “Do farmers who watch agricultural programs on television learn more farming content as demonstrated by their produce at the annual Agricultural Shows than those who do not watch these programs?”
 - i. What is the independent variable and what is the dependent variable? (1 mark)
 - ii. What are any two intervening variables for this research? (1 mark)
- b. As a TV producer at Country TV, your research is aimed at replacing programs that attract very few viewers.
 - i. Discuss any two data collection methods you would use to gather this data (4 marks)
 - ii. Discuss any two sampling methods you would use for this research (4 marks)

Section B – Choose any three questions (30 Marks)

Question Two

You intend to conduct research that involves persons under the age of 18. Which five considerations you would put in place to ensure that your research is adhering to an ethical code? **(10 marks)**

Question three

A media company wants to understand why their evening news program has declining viewership. The research team is considering two approaches:

- Conducting in-depth interviews and focus group discussions with viewers to explore their opinions and experiences.
- Sending out a survey with structured questions to 1,000 respondents to measure audience preferences and trends.

In response to this:

- a. Identify which approach is qualitative and which is quantitative, explaining your reasoning. **(4 marks)**
- b) List the type of data collected under each method , and how it would it be analyzed **(2 marks)**
- c) Give two advantages and two limitations of each approach in this scenario **(4 marks)**

Question four

As a researcher at an audience research agency, you have been tasked to conduct a survey on certain aspects of radio listenership. Explain any five reasons as to why it would be important to do literature review before embarking on the research **(10 marks)**

Question five

You have just collected qualitative data for your research. Discuss the process of data analysis that you would follow to produce a comprehensive report **(10 marks)**