

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
INTRODUCTION TO MEDIA RESEARCH METHODS: (IJM 1106)  
JULY 2006 SUPPLEMENTARY EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Start each answer on a new page.
3. Poor Spelling and grammar will be penalised.

**Question 1**

Outline the importance of research to Journalism and Media Studies, give examples to your answer. [25 marks]

**Question 2**

Using specific examples describe the difference between qualitative and quantitative research. [25 marks]

**Question 3**

Explain briefly with examples from media, journalism or communication studies what you understand by each of the following:

- |                           |            |
|---------------------------|------------|
| a) Stratified Sampling    | [ 5 marks] |
| b) Cluster Sampling       | [ 5 marks] |
| c) Systematic Sampling    | [ 5 marks] |
| d) Simple random Sampling | [ 5 marks] |
| e) Quota Sampling         | [ 5 marks] |

**TOTAL: [25 marks]**

**Question 4**

Name and describe the major steps undertaken when conducting media research? [25 marks]

**Question 5**

Describe the major sections of a scientific research report.

**[25 marks]**

**Question 6**

What are the major research methods suitable for studying media audiences justify your choice?

**[25 marks]**