



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES**  
**APPLIED RESEARCH METHODS**  
**IJM 2212**

**Final Examination Paper**  
**May 2017**

This examination paper consists of 2 pages.

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Examiner's Name:** Dr. Cleophas Muneri

**INSTRUCTIONS**

1. **Section A is compulsory.**
2. Answer **any TWO** questions from **Section B.**
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	<b>40</b>
2.	<b>30</b>
3.	<b>30</b>
4.	<b>30</b>
5.	<b>30</b>

## SECTION A

### QUESTION 1

Outline the main components of a research project and give a brief explanation of each component showing how the various components are connected or related to each other.

**[40 Marks]**

## SECTION B

### QUESTION 2

Briefly define the following forms of measurements that are used in quantitative research providing examples of situations when it is most appropriate to use one and not the other.

- i. Nominal level of measurement. **(7 marks)**
- ii. Ordinal level of measurement. **(7 marks)**
- iii. Interval level of measurement. **(8 marks)**
- iv. Ratio level of measurement. **(8 marks)**

**TOTAL [30 Marks]**

### QUESTION 3

In what ways is qualitative research different from quantitative research? Use specific examples to illustrate your answer. **[30 Marks]**

### QUESTION 4

Discuss the main contribution and value of research in journalism and media studies. Use examples of specific research to illustrate your answer. **[30 Marks]**

### QUESTION 5

Choose any one research technique from the following – interviews, ethnography and discourse analysis – and show how you will apply it in a research project of your choice. **[30 Marks]**