

# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION & INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM & MEDIA STUDIES  
BSc Honours degree in Journalism and Media Studies  
**IJM 2215: Applied Media Research Methods**  
JULY 2012 SUPPLEMENTARY EXAMINATION  
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**

Discuss and characterise the qualitative research paradigm.

**[25 marks]**

### **QUESTION 2**

Discuss three major purposes of research.

**[25 marks]**

### **QUESTION 3**

Identify and discuss 5 ethical guidelines in research.

**[25 marks]**

### **QUESTION 4**

Outline five sampling strategies and discuss their strengths and weaknesses.

**[25 marks]**

### **QUESTION 5**

What are the advantages and disadvantages of using observation as a research method?

**[25 marks]**

**QUESTION 6**

How would you go about ensuring quality in an ethnographic research design? **[25 marks]**