



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES

APPLIED MEDIA RESEARCH METHODS

IJM 2212

Special Examination Paper

August 2024

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Internal Examiner: Mrs C. Ncube

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25

SECTION A

QUESTION 1

Describe the following major steps in conducting media research:

- a) Research Topic (2 marks)
- b) Research Problem (3 marks)
- c) Research Questions and Objectives (8 marks)
- d) Research Methodology (3 marks)
- e) Sampling Techniques (3 marks)
- f) Data Gathering Methods (3 marks)
- g) Data Analysis (3 marks)

TOTAL[25 Marks]

SECTION B

QUESTION 2

“Qualitative research is more appropriate in conducting media research than quantitative research.” Discuss the validity of this statement. (25 Marks)

QUESTION 3

State and explain any three sampling techniques, highlighting their major strengths and weaknesses. (25 Marks)

QUESTION 4

Explain how quality can be determined in qualitative research.(25 Marks)

QUESTION 5

Discuss the ethical dilemmas that applied media researchers face in developing countries such as Zimbabwe. (25 Marks)