



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**MASTER OF SCIENCE IN STRATEGIC COMMUNICATIONS**

**RESEARCH METHODS**

**IJS 5201**

**Special Examination Paper**

**September 2024**

This examination paper consists of 2 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Dr N. Ndlovu

**INSTRUCTIONS**

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

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	50
2.	50
3.	50
4.	50

**QUESTION 1**

Drawing upon epistemological and pragmatic debates, discuss the merits and demerits of the mixed methods approach. **[50 Marks]**

**QUESTION 2**

Assess the validity of the assumption that the criteria for evaluating quality in quantitative and qualitative studies are incongruent. **[50 Marks]**

**QUESTION 3**

Evaluate the relevance of ethnography in strategic communication research in Zimbabwe. **[50 Marks]**

**QUESTION 4**

With the aid of examples, show the usefulness of non-random sampling techniques in strategic communication research. **[50 Marks]**