



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES
RESEARCH METHODS IN PUBLISHING
IPU 2221

Part II Second Semester Examination Paper

February 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Miss P. Nkomazana

INSTRUCTIONS TO CANDIDATES

1. Answer **question 1** and any other **3** questions.
2. All questions carry **25 marks**.
3. Importance is attached to accuracy, clarity of expression and legible handwriting.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Briefly explain the following research designs:

- a. Exploratory [5 marks]
- b. Explanatory [5 marks]
- c. Experimental [5 marks]
- d. Descriptive [5 marks]
- e. Observational [5 marks]

[Total 25 marks]

2. Critically discuss the following research philosophies.

- a. Interpretivism vs Positivism
- b. Pragmatism vs Transformative [25 marks]

3. Compare and contrast qualitative and quantitative research approaches. [25 marks]

4. State and explain any **four (4)** sampling techniques in qualitative research.

[25 marks]

5. Outline and discuss any **five (5)** research ethics and why they are important in conducting research in publishing. [25 marks]

6. Discuss in detail the nature, types, characteristics, advantages and disadvantages of the following data collection techniques.

- a. Interviews
- b. Questionnaires [25 marks]

END OF PAPER