

UNIVERSITY OF FORT HARE

COMMUNICATION RESEARCH
METHODS

DEGREE EXAMINATIONS

OCTOBER

2024

.....

Time: 3 Hours
Subject: CMS 323
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners

DR. L. MOYO
PROF O. OSUNKUNLE

External Examiners

PROF T. CHARI

INSTRUCTIONS

ANSWER ANY FOUR (4) QUESTIONS

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1. There are 8 steps that are followed when conducting research. List and explain all the 8 steps **[25 Marks]**

2. (a) Define Research Design? **(5 Marks)**

(b) Discuss the following types of research design:

(i) Exploratory (ii) Ethnography

(iii) Descriptive (iv) Phenomenology **(20 Marks)** **[Total: 25 Marks]**

3. Discuss the following probability and non-probability sampling types:

(a) Simple Random sampling

(b) Stratified Random Sampling

(c) Convenience Sampling

(d) Purposive Sampling **[25 Marks]**

4. Discuss the following ethical issues that researchers should always pay attention to when dealing with research participants:

a) Anonymity

(b) Confidentiality

(c) Informed Consent

(d) Protection from Harm **[25 Marks]**

5. Distinguish between qualitative and quantitative method and give advantages and disadvantages of both methods **[25 Marks]**

TOTAL 100

GOOD LUCK