



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF FIRST SEMESTER EXAMINATIONS – 2021/22 ACADEMIC YEAR

LEVEL 300

BACS 361: COMMUNICATION RESEARCH METHODS

January 2022

70 Marks

Time Allowed 2:30 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer Question 1 and any other **TWO (2)** questions.
- Present all answers in essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper

Examiner: Collins Clancy Atta Poku

Question 1:

i. Describe what a research question is.

5marks

ii. Describe briefly any four qualities of a good research question

5marks

Question 1b:

Define a research design and explain the types below stating clear examples:

4marks

Cross sectional research design

Longitudinal research design

Single Case study design

Comparative case study design

16marks

Question 2:

Define what a qualitative research study is and explain the usage of the term induction as related to qualitative research?

10marks

2b. Qualitative study is mostly referred to as a human centered study and a study that prioritizes depth. Explain what depth and human centered as used in relation to qualitative research means?

10marks

Question 3:

Define what a quantitative research study is and explain the usage of the term deduction as related to quantitative research?

10marks

2b. Quantitative study is mostly referred to as a numbers or figures centered study and a study that prioritizes width. Explain what width and numbers or figures centered as used in relation to quantitative research means?

10marks

Question 4:

Define sampling and briefly explain what probability and non-probability sampling are. **4marks**

Question 4b:

Briefly explain the following sampling techniques used in communication research:

- i. Simple random sampling
- ii. Snowball sampling
- iii. Stratified sampling
- iv. Systematic sampling

16marks