



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF FIRST SEMESTER EXAMINATIONS – 2019/20 ACADEMIC YEAR

LEVEL 300

BACS 361: COMMUNICATION RESEARCH METHODS

December 2019

70 Marks

Time Allowed: 2 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:

Describe what a research design is and give two reasons why it is important in a research work.

5marks

1b. Explain in detail the following types of research design, citing relevant examples to back your claims:

- | | |
|------------------------------|---------------|
| i. Experimental Design | 5marks |
| ii. Cross – sectional Design | 5marks |
| iii. Longitudinal Design | 7marks |
| iv. Case Study Design | 8marks |

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 prioritises depth. Explain what depth and human centered as used in relation to qualitative research means? Give two examples of studies that can be classified as qualitative studies

10marks

Question 3:

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

10marks

3b. Quantitative study is mostly referred to as a numbers or figures centered study and a study that prioritises width. Explain what width and numbers or figures centered as used in relation to quantitative research means? Give two examples of studies that can be classified as quantitative studies.

10marks

Question 4:

Define what sampling is and explain what we mean by probability and non – probability sampling? **4marks**

4b. Explain the following sampling methods:

- i. Simple Random Sampling
- ii. Systematic Sampling
- iii. Snowball Sampling
- iv. Stratified Sampling

16marks