



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATION

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**

COURSE CODE: LAC 3103

**COURSE TITLE: COMMUNICATION RESEARCH AND
EVALUATION**

DATE: 14TH DECEMBER, 2022

TIME: 8.30AM - 10.30AM

INSTRUCTIONS TO CANDIDATES

- **Question One is Compulsory**
- **Answer Any Other TWO**

• *This paper consists of 3 printed pages. Please turn over*

1. You have just been employed by Truegone Consulting PR Firm. They have given you the task to research on ways of improving their communication to the external publics.
 - i) Write the title to your research (2mks)
 - ii) State 3 objectives of your research (6 mks)
 - iii) Write a brief statement of the problem (4 mks)
 - iv) Explain any 4 methods you would use to collect data. (8 mks)
2. Discuss the importance of literature review in research. (15 marks)
3. Explain three types research designs that can be used in communication research. (15 marks)
4. Discuss any three types of data collection instruments you would use to collect data for your research. (15 mks)
5.) Explain the following terms as used in research:
 - i) sampling
 - ii) Research questions
 - iii) Research objectives(15 marks)

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