

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH
FINAL EXAMINATION QUESTION PAPER 2005

TITLE OF PAPER : COMMUNICATION RESEARCH

COURSE CODE : JMC 202

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS :**
- 1. ANSWER ANY FOUR (4) QUESTIONS.**
 - 2. NEATNESS AND GRAMMAR WILL COUNT IN GRADING.**
 - 3. EACH QUESTION CARRIES 15 MARKS.**
 - 4. THIS PAPER CONSISTS OF TWO PAGES, COVER PAGE INCLUDED.**

THE PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

Describe the relationship between research and theory, illustrating your answer with references to inductive and deductive processes.

QUESTION 2

Discuss four (4) major characteristics of research, which distinguish it from normal day to day inquiry.

QUESTION 3

Briefly discuss the following:

- a. Quantitative research
- b. Qualitative research
- c. In-depth interview
- d. Hypothesis

QUESTION 4

Social scientists must deal with people, who are very complicated, often don't know why they do things, and don't lend themselves to the kind of 'hard' or 'pure' research that is done in the physical / natural sciences. Explain in detail how people pose a challenge (as subjects of research) when carrying out a survey?

QUESTION 5

What issues need to be considered when designing the instrument for a questionnaire survey? When would this be an appropriate method, and what are its limitations?

QUESTION 6

What are the strengths and limitations of the focus group as a research method?