



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM
SEPTEMBER- DECEMBER 2019 TRIMESTER
EXAMINATION FOR BACHELOR OF COMMUNICATION AND MULTIMEDIA
JOURNALISM
RJN 111: ONLINE RESEARCH & WRITING**

DATE: FRIDAY, 13TH DECEMBER 2019

TIME: 11.30AM-1.00 PM (1 H 30 MIN)

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE Compulsory (20 marks)

- i. Online research has made the work of researchers simple and affordable. However, there are some drawbacks of exclusively using online for research. List **THREE** disadvantages of online research. **(3 Marks)**

- ii. Define the following terms as used in research:
 - a) Cyber Ethnography **(1 mark)**
 - b) Homogenous sampling **(1 mark)**
 - c) Saturation **(1 mark)**
 - d) Benchmarking **(1 mark)**

- iii. There is a spike of crime in your neighbourhood, and the residents are trying to find a solution. Describe how you can use social media to gather relevant information about the crime and how you can crowdsource expertise and funds for the project. **(8 marks)**

- iv. Highlight two common biases of research. **(2 marks)**

- v. List 3 things to consider when formulating a research question **(3 marks)**

PART B ANSWER ANY TWO QUESTIONS

QUESTION TWO

Discuss the four ethical breaches common in research and explain their consequence as well.

(10 marks)

QUESTION THREE

Design an online poll set to gauge the knowledge of students about our freedom heroes. Include the target population, number of people to sample, your hypothesis, and at least three sample questions that can test them on various aspects of Kenyan history in relation to our freedom struggle heroes. **(10 marks)**

QUESTION FOUR

Cussons Kenya want to introduce a new male body lotion to the market. As the head of the creative department, explain why research is important before launching the lotion. **(10 marks)**

QUESTION FIVE

Highlighting at least one example where each can be used, explain the following types of Focus Group Discussions

- a) Online focus groups. **(5 marks)**
- b) Respondent-Moderator Focus Group Discussion **(5 marks)**