



PAN AFRICA CHRISTIAN UNIVERSITY

May –August 2026 Trimester Exams

**CDC315 | COM302 | DCS110-Communication Research Methods/Research Methods
(ONLINE)**

EXAMINER: DR. LILIAN VIKIRU

Time 3hrs.

Instructions: Answer question ONE and any other THREE questions

SECTION A: Compulsory

Question 1 (10 marks)

1 a) Describe any four stages in the research process.. (10 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

2. Assume that you are preparing to conduct a study on “Perceptions of Gender Equality among University Students”

a) Formulate two suitable objectives (4 marks)

b) State and justify any two data collection methods (6 marks)

3) Discuss five ethical principles that should guide social science research. (10 Marks)

4 Differentiate between quantitative and qualitative research approaches.(10 Marks)

5. The Ministry of Health in Kenya wants to assess the effectiveness of the Linda Mama Programme in improving access to maternal healthcare services. The study aims to collect data from mothers who have given birth within the last two years in the counties of Nairobi, Kakamega, Mombasa, Kisumu, and Turkana. Since it is impossible to interview every eligible mother in these counties, the researchers must select a representative sample from the target population.

Question

Using the above case:

(a) Explain the concept of sampling (3 marks).

(b) Discuss any four probability sampling techniques that could be used in selecting respondents for this study. (6marks)