



**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
RESEARCH, EVALUATION & MEDIA DEPARTMENT
DIPLOMA IN MASS COMMUNICATION
2022/2023 ACADEMIC YEAR**

**MAC 0205 – Introduction to Research Methods – Year 2
First Semester Final Examination Paper**

.....
January 2023

Marks: 100

Time: 3 hrs.
.....

Instructions:

- Read all questions carefully before you answer.
- **Section A is compulsory and carries 40 marks.**
- **Answer one (1) question in Section B to D. Each question carries 20 marks.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – It is compulsory and carries 40 Marks.

Question 1

Define the following concepts:

- Research.
- Face-to-face interview.
- Population.
- Purposive sampling.
- Observation.
- Descriptive research.
- Simple random sampling.
- Problem statement.

[40]

SECTION B – 20 Marks. Answer any one (1) question.

Question 2

Identify and explain any **(4) four** types of research.

[20]

Question 3

Mention and explain two **(2)** main types of probability and non-probability sampling.

[20]

SECTION C – 20 Marks. Answer any one (1) question.

Question 4

Mention and explain two **(2)** advantages and disadvantages of observation in conducting research.

[20]

Question 5

Mention and explain at least three **(3)** methods of data collection of your choice.

[20]

SECTION D – 20 Marks. Answer any one (1) question.

Question 6

Write notes on the following research ethics:

- A. Confidentiality.
- B. Beneficence.
- C. Deception.
- D. Voluntary participation.

[20]

Question 7

Mention any three (3) importance of reviewing literature in research.

[20]