
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

YKT 211 – Theory and Research II

Duration : 3 hours

Instructions:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer **THREE [3]** questions.

Question **ONE [1]** and **TWO [2]** are compulsory.

Each question carries 100 marks.

1. Explain **FOUR [4]** of the following concepts:

Scientific method
Intensive interview
Field observation
Focus group
Sampling
Content analysis
Overt participation

2. You are assigned to conduct a study on the representation of women on Malaysian television drama. Elaborate on the approach that will be used, research methods, size and type of sampling that would be selected to implement this project.
3. Both the positivist research and the interpretive research have strengths and weaknesses. Select a research topic and assess the differences in the research process that adopts a positive approach with that of an interpretive approach.
4. Many research studies use small samples. With reference to your research project, assess the sample size, the advantages and disadvantages of the selected sample.