



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN FASHION

DESIGN AND MARKETING

HCU 300: INTRODUCTION TO RESEARCH METHODS

Date: 1/8/2016

Time: 8:30 – 10:30 AM

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## INSTRUCTIONS TO THE CANDIDATE.

*Answer Question ONE and any other TWO questions*

### QUESTION ONE

- a) Identify a research topic and briefly illustrate the following: (15 marks)
- The aim of the study
  - TWO objectives of the study
  - Null and alternative hypothesis of the research
- b) List and explain **FIVE** research instruments that can be used in your research (10 marks)
- c) State **FIVE** ways that you can use to share your research findings (5 marks)

### QUESTION TWO

- a) Explain **FIVE** reasons why literature review is important in the research process. (10 marks)
- b) Identify **FIVE** sources of literature available for researchers (5 marks)

- c) Explain **TWO** ways available for researchers to use information gathered from literature sources without accusation of plagiarism (3 marks)
- d) Differentiate between in-text citation and a list of reference (2 marks)

### **QUESTION THREE**

- a) Explain **THREE** advantages and **TWO** Disadvantages of sampling during data collection (10 marks)
- b) Discuss the **TWO** main sampling techniques (5 marks)
- c) Outline **FIVE** situations when large samples may be required (5 marks)

### **QUESTION FOUR**

- a) Explain **FIVE** reasons why hypothesis is important in research (10 marks)
- b) Discuss **TWO** types of alternative hypothesis (5 marks)
- c) Highlight **FIVE** characteristics of a good hypothesis (5 marks)

### **QUESTION FIVE**

- a) Explain **FIVE** reasons why research is important (5 marks)
- b) Outline the research process (5 marks)
- c) Highlight **FIVE** factors to consider when selecting a research topic (5 marks)
- d) State **FIVE** components of an introduction section of a research report (5 marks)