



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN FASHION DESIGN AND MARKETING

HFM 045: RESEARCH METHODOLOGY AND STATISTICS FOR FASHION DESIGN

DATE: 9/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Define the following terms
 - i. Ethnography (2 marks)
 - ii. Research (2 marks)
- b) Briefly explain case study research (4 marks)
- c) Explain the importance of a research statement . (4 marks)
- d) Calculate the mean of 34, 76, 68, 42, 89 (2 marks)
- e) Highlight two (2) advantages of simple random sampling technique (2 marks)
- f) Outline four (4) qualities of an effective study population (4 marks)

QUESTION TWO (20 MARKS)

- a) As a researcher you have identified a gap in fashion and design industry. Discuss five (5) importance of research problem in fashion design (10 marks)
- b) Explain the importance of hypotheses in a research study (10 marks)

QUESTION THREE (20 MARKS)

Dudes is undertaking a research in fashion industry. Explain four (4) probability sampling techniques he can use.

QUESTION FOUR (20 MARKS)

- a) Discuss the importance of ethics in any research (15 marks)
- b) Differentiate quantitative and qualitative research (5 marks)

QUESTION FIVE (20 MARKS)

- a) As a researcher discuss any five (5) guidelines for APA referencing style (15 marks)
- b) Briefly explain observation as a data collection technique giving two advantages (5 marks)