



MACHAKOS UNIVERSITY

University Examinations 2018/2019
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN

THIRD YEAR SUPPLEMENTARY/SPECIAL EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING
BACHELOR OF COMMUNITY RESOURCE MANAGEMENT
HCU 300: INTRODUCTION TO RESEARCH METHODS

DATE: 26/9/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

1. a) From a proposed research study related to your discipline,
 - i) Propose a research topic [2 marks]
 - ii) State the problem [2 marks]
 - iii) Write two (2) objectives [2 marks]
 - iv) Outline the scope [3 marks]
- b) Highlight five (5) characteristics of a good hypothesis [5 marks]
- c) Outline the research process [5 marks]
- d) Explore five (5) ways a researcher may share research findings [5 marks]
- e) Explain three (3) reasons for conducting literature review [6 marks]
2. Explain to your research assistants how to employ the following sampling technique,
 - a) Simple random [10 marks]
 - b) Purposive [10 marks]

3. As the lead consultant in a study that has adopted ethnography research design explore with your research team the following,
- i) It's characteristics [5 marks]
 - ii) Sample size determination and sampling technique adopted [5 marks]
 - iii) Data collection tools to use [10 marks]
4. Discuss with your research team four (4) sources of error that may occur throughout the research process [20 marks]
5. Explain to 3rd year BSc students studying Research Methods the following issues,
- a) Four (4) reasons for conducting research [8 marks]
 - b) Six (6) key components of a research proposal abstract [12 marks]