



MACHAKOS UNIVERSITY

University Examinations 2023/2024 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

Third YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HCU 300: INTRODUCTION TO RESEARCH METHODS

DATE:

TIME:

INSTRUCTIONS

- This paper consists of **FIVE** questions
- Answer **QUESTION ONE** and **ANY OTHER TWO** questions
- Question One carries 30 marks
- Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Distinguish the following terms as used in Social Research Methods
- a. Research and social research (4 marks)
 - b. Accessible population and sample (4 marks)
 - c. Research proposal and research report (4 marks)
 - d. Non-probability and Probability sampling (4 marks)
 - e. Primary data and secondary data (4 marks)
- b) Within your discipline,
- a. Propose a valid research topic (4 marks)
 - b. State the purpose of the proposed study (2 marks)
 - c. State four objectives and their corresponding research questions (4 marks)

QUESTION TWO (20 MARKS)

- a) With relevant examples, examine five qualities of a good research objective. (10 marks)
- b) Citing suitable examples, explain in five (5) points the importance of research in the fashion industry. (10 marks)

QUESTION THREE (20 MARKS)

- a) Using relevant examples, illustrate five (5) potential sources of a research problem in the textile industry. (10 marks)
- b) Researchers experience challenges in the process of research. Using relevant examples, explore five (5) main challenges likely to be faced by researchers in the fashion and design industry. (10 marks)

QUESTION FOUR (20 MARKS)

- a) In five points, compare and contrast between questionnaire and interview research methods (10 marks)
- b) Using relevant examples, explain the importance of research report writing and dissemination (10 marks)

QUESTION FIVE (20 MARKS)

Discuss the key components in the preparation of a research proposal.