



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

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

DATE: 29/11/2019

TIME: 8.30-10.30 AM

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
- Total marks 70

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Write short notes on the following:-
- i. Research proposal (2 marks)
 - ii. Population and Sampling (2 marks)
 - iii. Research report (2 marks)
 - iv. Tabulation and statistic (2 marks)
- b) Briefly explain two (2) qualities of a good research topic (4 marks)
- c) Briefly highlight three (3) sources of a research problem (6 marks)
- d) Describe the five (6) main sections of a research proposal (12 marks)

QUESTION TWO (20 MARKS)

CMC motors have hired you to help in conducting a survey on customer satisfaction.

- a) Discuss five (5) characteristics of a good sample. (10 marks)
- b) Explore five (5) reasons why sampling is important in research. (10 marks)

QUESTION THREE (20 MARKS)

As a young researcher, you have been requested to join a research team in your organization to discuss data collection techniques.

- a) Discuss five (5) main data collection techniques used in social research. (10 marks)
- b) Explain five (5) factors which may lead to collection of inaccurate data in social research (10 marks)

QUESTION FOUR (20 MARKS)

As a research assistant in a local research firm, you have been to conduct some literature review on a certain topic.

- a) Discuss five (5) reasons as to why literature review is important in research. (10 marks)
- b) Explore five (5) advantages of sampling in research (10 marks)

QUESTION FIVE (20 MARKS)

- a) Elaborate two (2) techniques used in the representation of data in research. (10 marks)
- b) Discuss five (5) reasons why publication of research findings is important. (10 marks)