



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 DIPLOMA IN FASHION DESIGN AND
MARKETING

HCU 300: INTRODUCTION TO RESEARCH METHODS

Date:

Time:

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)
 - i. The aim of the study
 - ii. TWO objectives of the study
 - iii. 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** 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 a 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 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)