



MACHAKOS UNIVERSITY

University Examinations 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

**THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

HCU 300: INTRODUCTION TO RESEARCH METHODS

DATE:15/12/2022

TIME: 2:00 – 4:00P.M

INSTRUCTIONS

Answer **QUESTION ONE** and any other **TWO QUESTIONS**

QUESTION ONE (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) Explain two (2) qualities of a good research topic (4 marks)
- c) Discuss three (3) sources of a research problem (6 marks)
- d) Explore the main sections of a research proposal (12 marks)

QUESTION TWO (20 MARKS)

CMC motors 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 discuss with your research team four (4) data collection techniques that you are likely to use in the future as a social scientist.

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. Discuss five (5) reasons as to why literature review is important in research.

QUESTION FIVE (20 MARKS)

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