



# MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HCU 300: INTRODUCTION TO RESEARCH METHODS

DATE: 9/8/2021

TIME: 2:00 – 4:00 PM

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## 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
- i) Research and social research (4 marks)
  - ii) Accessible population and sample (4 marks)
  - iii) Variable and data (4 marks)
  - iv) Non-probability and Probability sampling (4 marks)
  - v) Primary data and secondary data (4 marks)
- b) Within your respective discipline,
- i) Propose a valid research topic (4 marks)
  - ii) State the purpose of the proposed study (2 marks)
  - iii) State four objectives and their corresponding research questions (4 marks)

### QUESTION TWO (20 MARKS)

- a) Describe the term theory as used in research (2 marks)
- b) State five qualities of a good research objective (5 marks)
- c) Differentiate between the following research terms:-
- i) statistic and a parameter (4 marks)
  - ii) descriptive statistics and inferential statistics (4 marks)
- d) State five (5) purposes of research in social development (5 marks)

**QUESTION THREE (20 MARKS)**

- a) Briefly examine five (5) sources of knowledge in social research (10 marks)
- b) Explore five (5) challenges faced by social researchers in the process of conducting research (10 marks)

**QUESTION FOUR (20 MARKS)**

Briefly compare following types of research designs:-

- i) Fundamental and Applied Research (4 marks)
- ii) Descriptive and Analytical Research (4 marks)
- iii) Conceptual and Empirical Research (4 marks)
- iv) One-time and longitudinal Research (4 marks)
- v) Qualitative and Quantitative Research (4 marks)

**QUESTION FIVE (20 MARKS)**

You have been requested by your HCU 300 lecturer to guide the class in discussing the key components in the preparation of a research proposal, prepare a guide that you would use in the discussion.