



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)