



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION TECHNOLOGY

DIPLOMA IN COMMUNICATION INFORMATION TECHNOLOGY

(DIT 11M/DICT 11M/DIT 2K 11M/DICT 2K 11M)

ECT 2206: RESEARCH METHODS

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: OCTOBER 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions
Answer question **ONE** and any other **TWO** questions
Maximum marks for each part of a question are as shown
This paper consists of **THREE** printed pages
SECTION A (COMPULSORY)

Question One (30 marks)

- a) Explain the following types of observation. **(6 marks)**
i) Participant observation
ii) Non-participant observation
iii) Disguised observed
- b) In a research proposal, one of the key are is “statement of the problem” briefly explain any four challenges faced in articulates the research problem. **(4 marks)**
- c) Discuss **THREE** data collection methods. **(6 marks)**
d) Differentiate between structured and unstructured interview. **(4 marks)**
e) Explain **FOUR** problems in interview as a data collection method. **(4 marks)**
f) Give the steps followed in formulating a research topic. **(4 marks)**
g) Differentiate between primary and secondary data. **(2 marks)**

SECTION B (Answer Any Two Questions)

Question Two (20 marks)

- a) Explain **FIVE** justification of a research proposal. **(5 marks)**
- b) Discuss **FIVE** importance of research. **(10 marks)**
- c) Describe **FIVE** characteristics of a scientific research. **(5 marks)**

Question Three (20 marks)

- a) Explain **FOUR** factors that are used to measure the validity of a research report. **(8 marks)**
- b) Explain **TWO** advantages and **TWO** disadvantages of telephone interview. **(4 marks)**
- c) State **FIVE** problems that researchers face during literature review. **(5 marks)**
- d) Give the significance of hypothesis. **(3 marks)**

Question Four (20 marks)

Selecting a topic of interest prepare a short proposal (summary) that should contain the following items. **(20 marks)**

- i) A brief statement of the research problem
ii) Research objectives
iii) Summary of literature reviewed
iv) Methodology/research design
v) Preliminary information on the expected findings.

Question Five (20 marks)

- a) Briefly explain any **FIVE** reasons why business/marketing managers need to know about research. **(10 marks)**
- b) Using examples from business world briefly, describe the following research design. **(6 marks)**
- i) Basic Research
 - ii) Historical Research
 - iii) Applied Research
- c) A major corporation agrees to sponsor an internal study on sexual harassment in the workplace. This is in response to concerns expressed by female employees. How would you handle the following?
- i) Sample collection. **(2 marks)**
 - ii) The communication approach (self administered, telephone, interview, mixed) **(2 marks)**