



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF
SCIENCE IN DEVELOPMENT STUDIES
(BSDS SEPT 12)Y3 S1

BAC 4304 : RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER, 2013

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

SECTION A – COMPULSORY

SECTION B – Answer any other **TWO** questions

-This paper consists of **2 printed** pages

SECTION A: COMPULSORY (30 MARKS)

QUESTION 1

- a) Distinguish between probability and non-probability sampling. **(4 marks)**
- b) Outline the purpose of literature review. **(4 marks)**
- c) If you calculate a correlation of 0.85, what would you say about the relationship between the two sets of scores? **(4 marks)**
- d) Explain how a test can be reliable but not valid. Give an example **(6 marks)**
- e) Briefly explain the concept and application of ex-post factor research **(6 marks)**
- f) Briefly contrast a case study from the survey method. **(6 marks)**

.SECTION B: Answer ANY TWO questions (40 marks)

QUESTION 2

- a) Conducting an ethical research entails treating humans as you would like to be treated and treating animals humanely.

- (i) Discuss any **FOUR** ethical principles that you would observe in relation to human participants in research **(12 marks)**
 - (ii) State any **TWO** ethical considerations that are crucial for researchers using animal subjects. **(4 marks)**
- b) Explain **TWO** factors that affect internal validity of a study. **(4 marks)**

QUESTION 3

- a) Differentiate between the following concepts as used in research
- (i) Experimental group vs control group **(3 marks)**
 - (ii) Null Hypothesis vs alternative hypothesis **(2 marks)**
 - (iii) Primary data vs secondary data **(2 marks)**
 - (iv) Convenience vs purposive sampling **(3 marks)**
- b) Describe the questionnaire as a tool of data collection, giving its merits and demerits. **(10 marks)**

QUESTION 4

- a) Discuss the concepts and process of experimental research explaining its suitability to social research. **(12 marks)**
- b) (i) Describe the circumstances that stratified Random sampling is appropriate **(4 marks)**
- (ii) Using a suitable example explain the process you would use to select such a sample. **(4 marks)**

QUESTION 5

Suppose a researcher is interested in finding out the opinion of ladies towards a new lotion in the market. He carries out a mail survey to establish its popularity.

- a) Explain the advantages and disadvantages of this method of research **10 marks)**
- b) If the researcher is interested in a longitudinal survey, how would he go about designing the study. **(10 marks)**