



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

DIPLOMA IN INFORMATION SCIENCE
(DIS JAN 13 & SEPT 12)

BCD 2210 : SOCIAL RESEARCH METHODS

SPECIAL/SUPPLEMENTARY EXAMINATIONS
SERIES: OCTOBER, 2013
TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

- Section **A** is **COMPULSORY**.
- Answer any **TWO** questions in section **B**

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

SECTION A: COMPULSORY

QUESTION ONE

- a) Briefly explain the purpose of research (4 marks)
- b) Distinguish between Null Hypothesis and Alternative Hypothesis (4 marks)
- c) Outline the **TWO** main sources of literature. (4 marks)
- d) Briefly explain **THREE** types of research (6 marks)
- e) Outline **THREE** ethical considerations you would observe when conducting research. (6 marks)
- f) State the importance of Reliability in the Research Process. (6 marks)

SECTION B: Answer any **TWO** questions

QUESTION TWO

- a) Briefly explain the following terms as used in Research.
 - (i) Variables
 - (ii) Sample
 - (iii) Subjects
 - (iv) Objectives (10 marks)
- b) Discuss the advantages and limitations of using a questionnaire as a tool for data collection (10 marks)

QUESTION THREE

- a) Explain the following types of Research
 - (i) Basic or Pure Research (5 marks)
 - (ii) Applied Research (5 marks)
- b) Discuss the qualities of a good researcher problem (10 marks)

QUESTION FOUR

- a) Explain reasons why sampling is done in Research (4 marks)
- b) Using appropriate examples, describe **FOUR** probability sampling techniques (16 marks)

QUESTION FIVE

- a) Explain any **FOUR** components of the methodology chapter of a research proposal. **(10 marks)**
- b) Explain the concept, purpose and application of surveys in social research. **(10 marks)**