



# 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 M13 Y2 S1)

**BDS 4312 : RESEARCH**

END OF SEMESTER EXAMINATIONS

**SERIES:** AUGUST 2013

**TIME:** 2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

- Answer *ALL* Questions in section *A*
  - Answer *ONLY TWO* questions in section *B*
  - This paper consists of **THREE printed** pages
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## **SECTION A (COMPULSORY) 30 MARKS)**

### **QUESTION 1**

- (a) Give **TWO** reasons why literature review is conducted before starting a research project. **(4 marks)**
- (b) Outline **TWO** measures that one can take to ensure a high response rate when using a questionnaire to collect data. **(4 marks)**
- (c) Briefly explain **TWO** situations where non-probability sampling is justified. **(4 marks)**
- (d) Differentiate between experimental and Quasi-experimental types of research. **(6 marks)**
- (e) Explain how a test can be Reliable but not valid. **(6 marks)**
- (f) Briefly explain the concept and application of correlation research. **(6 marks)**

**SECTION B: Answer any TWO questions from this section (40 marks)**

**QUESTION 2**

(a) Differentiate between the following concepts as used in research.

- (i) Basic vs Applied research **(3 marks)**
- (ii) Dependent vs independent variables **(2 marks)**
- (iii) Research hypothesis vs Research questions **(2 marks)**

(b) Giving specific examples, describe observation as a method of data collection and highlight its merits and demerits during social science research.

**(10 marks)**

**QUESTION 3**

(a) Explain the major differences between qualitative and quantitative research giving concrete examples. **(10 marks)**

(b) Measurement is an important aspect of research.

- (i) Explain the meaning of the term measurement **(2 marks)**
- (ii) Describe the levels of measurement according to S. Steven (1946) giving examples of each **(8 marks)**

**QUESTION 4**

(a) Discuss the significance of adhering to the following ethical principles during research:

- (i) Informed consent **(3 marks)**
- (ii) Evaluating Risk **(4 marks)**
- (iii) Following the right chain of command **(3 marks)**

(b) Describe **FOUR** methods of establishing reliability in research. (Citing relevant examples.)

**(10 marks)**

## QUESTION 5

A researcher conducts a study to examine the effects of television violence on children's aggressiveness. The researcher visits Ocean Breeze Primary school with a population of 450 pupils. The researcher selects and asks 40 boys to watch one violent video once a week for 40 weeks. On a standard measure of aggressiveness which the researcher administers both and often the 40-week treatment, the research finds that the boys are much more aggressive at the end of the study.

- (a) Formulate **TWO** research hypothesis for the study **(4 marks)**
  
- (b) Identify and explain **FOUR** possible threats to internal validity on any conclusion drawn from the study. **(6 marks)**
  
- (c) Explain how the researcher can select a stratified random sample at the school. **(10 marks)**