



THE TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY
DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
(DICT 12M S-EV/S-FT)

ECT 2206: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: APRIL 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

This paper consists of **FIVE** questions. Attempt 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

Question One (Compulsory)

- a) Explain the following types of observation. **(6 marks)**
(i) Participant observation
(ii) Non-participant observation
(iii) Disguised observation
- b) In a research proposal, one of the key areas is “statement of the problem” briefly explain any **FOUR** challenges faced in articulating the research problem. **(4 marks)**
- c) Discuss **THREE** data collection methods. **(6 marks)**
- d) State **FOUR** problems researchers face during research. **(4 marks)**
- e) Explain **FOUR** problems of interview as a data collection method. **(4 marks)**
- f) Give the steps followed in formulating a research topic **(4 marks)**
- g) Define a research proposal **(2 marks)**

Question Two

- a) Describe the steps of research process. **(10 marks)**
- b) You have received a research report done by a consultant for your firm, a life insurance company. The study is a survey of morale in the home office and covers the opinion of about 100 Secretaries and Actuaries. You are asked to comment on its quality, explain what you will look for. **(10 marks)**

Question Three

- a) State and explain **FOUR** significance of a research proposal document. **(8 marks)**
- b) Explain **TWO** advantages and **TWO** disadvantages of questionnaires. **(4 marks)**
- c) Describe **FIVE** characteristics of a scientific research. **(5 marks)**
- d) Define the following terms as used in research. **(3 marks)**

Question Four

- a) Selecting a topic of interest prepare a short proposal (summary that should contain the following items: **(20 marks)**
- b) A brief statement of the research problem:
(i) Problem statement
(ii) Proposed solution
(iii) Project objectives
(iv) Justification
(v) Scope of the project

Question Five

- a) Briefly explain any **FIVE** reasons why business/marketing managers need to know about research **(10 Marks)**
- b) Using examples, 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 their female employees. How would you handle the following:
- (i)** Sample collection **(2 marks)**
 - (ii)** The communication approach (Self-administered, telephone, interview etc). **(2 marks)**