



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

MAY SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

ACU 202: INTRODUCTION TO RESEARCH METHODS IN SOCIAL SCIENCES

DATE: Friday 8th August 2014

TIME: 4.30p.m – 6.30p.m

INSTRUCTIONS

Answer any **THREE** questions. All questions carry equal marks.

1. a Explain FOUR purposes of social research. [12marks]
b) Differentiate between exploratory and descriptive research. [11marks]
2. a) What is random sampling. [5marks]
b) Explain THREE non-probability sampling techniques. [18marks]
3. Discuss FOUR methods of data collection that you would use in qualitative research. [23marks]
4. a) Describe THREE important elements of a problem statement. [9marks]
b) Explain FOUR roles of literature review. [14marks]
5. Discuss any SEVEN fieldwork logistics that a researcher should take into account when undertaking research. [23marks]