



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

ACU 202: METHODS AND TECHNIQUES OF SOCIAL SCIENCE RESEARCH

DATE: Thursday, 10th April 2014

TIME: 2.00 p.m. – 4.00 p.m.

INSTRUCTIONS:

Answer any THREE questions.

1. What challenges is a researcher likely to experience in the field and how can these be avoided? (23.3 marks)
2. (a) What is a research design? (6 marks)
(b) Differentiate between a cross-sectional and a longitudinal design. (17.3 marks)
3. You are asked to conduct a survey of students from the School of Humanities and Social Sciences at Kenyatta University. The student population of 4500 is distributed as follows:

Department	Males	Females
Psychology	560	1000
Sociology	940	800
Political Science	650	550
Total	2150	2350

- (a) Show how you would select a representative sample of 10% of the students from each department using systematic sampling. (21 marks)
- (b) What is your sample size? (2.3 marks)
4. (a) Explain five differences between quantitative and qualitative research. (12.3 marks)
(c) Discuss three methods of analyzing data in qualitative research. (11 marks)
5. Discuss five ethical considerations a researcher needs to address when conducting research. (23.3 marks)