



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

INSTITUTIONAL BASED PROGRAMME (IBP) – AUGUST SESSION

EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

SMA/SS/560: SURVEY DESIGN METHODS

DATE: Tuesday, 3rd January, 2012

TIME: 2.00 p.m. – 5.00 p.m.

INSTRUCTIONS:

Answer question **ONE** and any other **TWO** questions.

QUESTION 1 (30 marks) Compulsory

- a) Differentiate between the following terms:
 - i) Piloting and pre-testing in a survey (2 marks)
 - ii) Probability and non probability sampling techniques (2 marks)
- b) The use of a questionnaire in collection of primary data can pose a challenge on how to obtain important but sensitive information from respondents. Explain any four techniques that may be used to reduce this challenge. (8 marks)
- c) In a primary data collection, different respondents often answer the same questions differently. Explain four sources of the differences between scores of different respondents. (4 marks)
- d) Explain four properties which should be exhibited by a sample which is to be used for a survey. (4 marks)
- e) A research student wishes to investigate the average prevalence of HIV/AIDs among youth living in slum dwellings in Kenya.

Required:

- i) Suggest a suitable sample frame (1 mark)

- ii) Describe a suitable sampling method that could be used to achieve this purpose. (5 marks)
- f) Explain any two categories of question designs in a survey design (5 marks)

QUESTION 2 (20 marks)

- a) Explain any two limitations of sampling (4 marks)
- b) A Human Resource employment record has the names of 115 employees. Explain how systematic sampling method could be used to sample 15 employees. Hence write down the sample units (5 marks)
- c)

Number of years in business	Shop keepers	Fish Mongers	Motor Mechanics	Total
Les than 5 years	2000	250	50	2,300
5-10 years	3,000	220	80	3,300
10-15 years	1,500	170	30	1,700
More than 15 yrs	880	80	40	1,000
Total	7,380	720	200	8,302

Work out how many Shopkeepers, Fish Mongers and Motor mechanics would be selected from each category.

- i) If Stratified proportionate sampling method is used and 10% of the population equivalent to the sample size is applied. (6 marks)
- ii) If the size of the sample is 10% of the population but the shop keepers, Fish mongers and motor mechanics are to be in a ration of 5:3:2 and weightage of the number of years in business is to be in the ration of 4:3:2:1 (5 marks)

QUESTION 3 (20 marks)

- a) Proper planning and organization of survey is critical if good results are expected from a survey. Discuss main considerations for an effective survey. (14 marks)
- b) A questionnaire is an important tool in collection of primary data. For an

effective questionnaire design rating scales are critical to collection of relevant data. Explain three commonly used rating scales (6 marks)

QUESTION 4 (20 marks)

The final step in the survey process is to present research findings. This is one of the most important aspects of a survey research since it is the key in communicating findings to those who can make decisions to take action on those results. Discuss in a logical sequence main sections of a good research report. (20 marks)