



# KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

SMA/SS/564: RESEARCH METHODS

DATE: FRIDAY, 2<sup>ND</sup> DECEMBER 2011

TIME: 5.30 P.M. – 8.30 .P.M.

## INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

- Q1. (a) Outline the purposes of research and for each purpose use an example to explain.
- (b) (i) Explain what literature review is outlining its purposes in a research study.  
(ii) Give the various sources of literature.
- (c) Define reliability and validity in research.
- (d) Briefly discuss the difference between antecedent variable and a suppressor variable.
- (e) Explain why non response in surveys is a serious problem in relation to the variable under study.
- Q2 (a) Discuss the difference between probability and non probability sampling.
- (b) Outline the sampling processes below and state under what circumstances each is applied.  
(i) maximum variation.  
(ii) Systematic sampling.  
(iii) Snowball sampling.
- (c) Explain the application of Cronbach's coefficient social research.
- Q3. (a) Discuss the process of constructing a questionnaire giving the qualities of a good questionnaire
- (b) Outline the factors that affect internal validity.
- (c) Discuss the concept of objectives in research and give examples of well stated objectives.
- Q4 (a) Outline the advantages and disadvantages of  
(i) Person to Person interview.  
(ii) Self-administered survey.
- (b) Give the advantages and disadvantages of structured and unstructured questions.
- (c) Explain what contingency questions and matrix questions are.
- (d) Give reasons why sampling is carried out instead of a census.