



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

**IBP DECEMBER 2011 SESSION EXAMINATION FOR THE DEGREE OF
MASTER OF SCIENCE**

SMA/SS/564: SOCIAL RESEARCH METHODS

DATE: Friday 4th May 2012

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS:

Answer question ONE and ANY OTHER TWO questions

1.
 - (a)
 - (i) Explain what literature review is outlining its purposes in a research study.
 - (ii) Give the various sources of literature.
 - (b) Briefly discuss the difference between antecedent variable and a suppressor variable.
 - (c) Explain why non response in surveys is a serious problem in relation to the variable under study.
 - (d) Discuss the concept of objectives in research and give examples of well stated objectives.
 - (e) Explain what 'statement of the problem' and 'significance of a study' are.
 - (f) Explain
 - (i) Conceptual definition of a variable
 - (ii) Operational definition of a variable.
2.
 - (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) Simple random sampling
 - (ii) Maximum variation sampling
 - (iii) Snowball sampling
 - (c) Enumerate the kinds of statistical tests you know giving the circumstances they are applied.
- 3.
- (a) Define reliability and validity in research.
 - (b) Outline the factors that affect internal validity.
 - (c) Discuss the process of constructing a questionnaire giving the qualities of a good questionnaire.
- 4.
- (a) Outline the advantages and disadvantages of
 - (i) Person to Person interview.
 - (ii) Self-administered survey
 - (b) One of the most important features in research studies is tests of hypotheses.
 - (i) Define a hypothesis and clarify the difference between a null and an alternative hypothesis.
 - (ii) Discuss the two possible types of errors in hypothesis testing.
 - (c) Give reasons why sampling is carried out instead of a census.

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