



# KENYATTA UNIVERSITY

## UNIVERSITY EXAMINATIONS 2009/2010

### INSTITUTE OF OPEN LEARNING EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE

#### SET 458: RESEARCH METHODOLOGY I

**DATE:** Friday 23<sup>rd</sup> July, 2010

**TIME:** 11.00 a.m. – 1.00 p.m.

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#### **INSTRUCTIONS**

Answer *THREE* questions only.

- Q1. Explain in details the following terms:
- i) Research design in research methodology. [5 marks]
  - ii) Qualitative and quantitative research. [5 marks]
  - iii) Sources of information in research methodology. [5 marks]
- Q2. Give an account of the following;
- i) Questionnaire design in research methodology. [5 marks]
  - ii) Data collection procedures in research methodology. [5 marks]
  - iii) Evaluating and writing research reports. [5 marks]
- Q3. Describe the following and give an application example
- i) Pure research. [5 marks]
  - ii) Applied research [5 marks]
  - iii) Operational research [5 marks]
- Q4. i) What is the purpose of research and development? [5 marks]
- ii) Interviewing techniques in research methodology. [5 marks]
  - iii) Research design in research methodology. [5 marks]
- Q5. Explain and give an account of the following terms:
- i) Sources of data in research methodology. [5 marks]
  - ii) Literature surveys in research methodology. [5 marks]
  - iii) Measurement strategies in research methodology. [5 marks]

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