



## KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

**ACU 202: METHODS AND TECHNOLOGIES OF SOCIAL RESEARCH**

DATE: Tuesday, 19<sup>th</sup> December, 2017

TIME: 2.00 p.m. - 4.00 p.m.

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### **INSTRUCTIONS:**

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

1. Outline the following aspects of social research
  - a) Objectivity in observations (4 marks)
  - b) Data classification (4 marks)
  - c) Levels of data classification (10 marks)
  - d) Reliability in data classification and collection (6 marks)
  - e) Use of the review of literature to enhance reliability (6 marks)(Total: 30 marks)
  
2. Discuss the importance of the following aspects in social research
  - a) Location (5 marks)
  - b) Population (5 marks)
  - c) Representative sample (5 marks)
  - d) Generalizable sample size (5 marks)(Total: 20 marks)
  
3. Discuss the procedures applied in the following sampling designs
  - a) Systematic sampling (5 marks)
  - b) Stratified sampling (5 marks)
  - c) Simple random sampling (5 marks)
  - d) Cluster sampling (5 marks)(Total: 20 marks)
  
4. Outline use, strength and weakness of the following research designs
  - a) Content analysis in social research (5 marks)
  - b) Secondary data in research design (5 marks)
  - c) Quasi - experimental research design (5 marks)
  - d) Survey research design (5 marks)(Total: 20 marks)