

DS102

Moderated
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KENYATTA UNIVERSITY
SCHOOL OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
SCHOOL OF VIRTUAL AND OPEN LEARNING
ECO 300: RESEARCH METHODS
2019/2020 ODEL 2

Instructions: Answer questions ONE and any other TWO Questions.

Question One

- a) The following except of the abstract was extracted from a research proposal written by a student in Kenyatta University

"Health is an important socioeconomic component as it promotes the national welfare and fosters economic prosperity. Tanzania has made significant strides with regards to investments in its health sector by developing major health policies meant to enhance sustainability of the health status of its populace. Significant efforts have been directed towards reduction of disability, morbidity and mortality, further nutritional status and improving life expectancy. However, despite the government's effort to improve access to health services across Tanzania, poor maternal and child nutritional health statuses are still a challenge to date. On the other hand, fertility rate in Tanzania is higher than the global average that poses serious challenges for sustainable development. The core objective of this study was to examine the relationship between fertility, maternal health and child health outcomes in Tanzania. Cross-sectional data from Tanzania Demographic Health Surveys for 2010 was used for the analysis".

Required

- i) From the above abstract derive a possible problem statement for the study (6 marks)
 - ii) Suggest a suitable research topic for this study (2 marks)
 - iii) Given the data type that has been used for this study, describe three characteristics that it must possess for it to be appropriate for use (6 marks)
- b) Explain the merits and demerits associated with the interview method of data collection. Use three points in each case (6 marks)
- c) Convert the following concepts into variables and define the possible measurement scale (8 marks)
- i) Firm performance
 - ii) Nutritional outcome
 - iii) Rich
 - iv) Economic development

Question Two

- a) Discuss the principal stages of a research process. Provide relevant examples in each stage. (14 marks)
- b) The following are the random numbers of departmental stores in a city in Kenya: 2, 3, 8, 10, 14, 20, 26, 22, 65, and 87. If we want to select a sample of 4 stores, what two approaches might we use? Explain (4 marks)
- c) What sampling design might be used to estimate the weight of a group of men and women? Explain your choice (2 marks)

Question Three

- a) State and explain whether the following variables are nominal, ordinal, interval or ratio data? (10 marks)
 - i) Heat measured in Celsius
 - ii) Random numbers used in police investigations.
 - iii) Military ranks
 - iv) Classification of high school graduates according to percentage scores
 - v) Number of passengers on vehicles moving from point A to B
- b) What issues would you pay attention to when reviewing empirical literature? (10 marks)

Question Four

- a) You have been hired to conduct a consumer needs survey for a firm that intends to introduce a new line of porridge flour for children in low income areas of Kiambu. Design a comprehensive conceptual framework that would help you understand the possible consumer needs of the people (10 marks)
- b) "Formulating a research problem requires considerable preliminary work, knowledge, and a logical analysis of the problem" With reference to the above statement, discuss five potential sources of research problem (10 marks)

Question Five

- a) Explain the functions of hypothesis in research. (10 marks)
- b) State and explain the circumstances under which different non-probability sampling techniques would be suitable in research (10 marks)