

KASNEB

CICT PART III SECTION 6

RESEARCH METHODS

FRIDAY: 27 May 2016.

Time Allowed: 3 hours.

Answer ALL questions. Marks allocated to each question are shown at the end of the question.

QUESTION ONE

- (a) Analyse six challenges encountered in the formulation of a research title. (6 marks)
- (b) Examine three advantages and three disadvantages of observation as a method of data collection. (6 marks)
- (c) Discuss four types of research design. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Examine four qualities of a good research. (4 marks)
- (b) Discuss eight limitations of the case study method of research design. (8 marks)
- (c) XYZ Ltd., a manufacturing firm, is concerned with the declining sales of one of its products. The marketing manager is considering engaging a researcher to find out the cause of the declining sales.
- Explain four merits and four demerits of engaging an internal researcher for the above assignment. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Distinguish between a "type I error" and a "type II error" in formulating research hypothesis. (2 marks)
- (b) Examine four challenges encountered by researchers in data collection. (4 marks)
- (c) Summarise six practical guidelines that a researcher should adhere to in order to ensure ethics in research. (6 marks)
- (d) Collected data is known to be "raw" information and not knowledge by itself. It therefore has to be well organised in various stages.
- With reference to the above statement, explain the steps involved in organising raw data into knowledge in research. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain five steps in the sampling process as used in research. (5 marks)
- (b) Highlight five factors that should be considered in determining the sample size. (5 marks)
- (c) Discuss six characteristics of a well written research report. (6 marks)
- (d) Describe four conditions under which the use of qualitative research is most appropriate. (4 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain four steps you would follow in writing an effective background to a research problem. (4 marks)
- (b) Explain four challenges encountered in writing an effective background in research. (4 marks)
- (c) Discuss the six content chapters of a research project. (12 marks)
- (Total: 20 marks)**

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