KIMATHI UNIVERSITY COLLEGE OF TECHNOLOGY

UNIVERSITY EXAMINATION 2012/2013

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN ELECTRICAL AND ELECTRONIC ENGINEERING AND BACHELOR OF SCIENCE IN TELECOMMUNICATION AND INFORMATION ENGINEERING

HRD 2114: RESEARCH METHODOLOGY

DATE: 8TH AUGUST 2012   TIME: 2.00PM – 4.00PM

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

a) What does the word research mean? Explain its significance in modern times. **(3 Marks)**

b) Give a brief description of the main steps involved in the research process **(7 Marks)**

c) Differentiate between a group interview and an intercept interview. What are the advantages and disadvantages of each method? **(4 Marks)**

d) You want to carry out research to find out who is the preferred presidential candidate in the upcoming presidential polls. Write down three objectives that are appropriate **(3 Marks)**

e) What is data classification? Explain the two main types of data classification **(5 Marks)**

f) Explain the term content analysis giving the main steps involved in the process

(5 Marks)

g) Differentiate between Quantitative and Qualitative data giving an example of each

(3 Marks)

QUESTION TWO (20 MARKS)

a) What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your point

(10 Marks)

b)"The greater the refinement in the unit of measurement of a variable, the greater the confidence, *other things being equal*, one can place in the findings". Is this statement true? Discuss it with reference to the four levels of measurement **(10 Marks)**

QUESTION THREE (20 MARKS)

a)"Knowing what data are available often serves to narrow down the problem itself as well as the technique that might be used." Explain the underlying idea in this statement in the context of the functions of literature review **(10 Marks)**

b) State and briefly explain the guidelines that a researcher needs to follow to ensure the validity of the instruments he intends to contract **(10 Marks)**

QUESTION FOUR (20 MARKS)

a)"Empirical research in Kenya in particular creates so many problems for the researchers". Discuss the problems that are usually faced by such researchers. **(10 Marks)**

b) Results of opinion polls in Kenya are not generally accepted by the general republic. Why do you think this is the case? What ethical issues do you think affect the companies conducting the polls? **(10 Marks)**

QUESTION FIVE (20 MARKS)

You have been contracted by Safaricom to conduct field research about the calling habits of Safaricom customers at work and at home.

a) How would you decide on who to interview? **(10 Marks)**

b) What particular problems would you encounter in gathering suitable data? **(10 Marks)**