

KASNEB

CICT PART III SECTION 6

RESEARCH METHODS

FRIDAY: 27 November 2015.

Time Allowed: 3 hours.

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

QUESTION ONE

- (a) Suggest four possible reasons for undertaking research. (4 marks)
- (b) Describe six features of a well selected research problem. (6 marks)
- (c) Researchers often face challenges in the research process. Novice researchers may find that after investing substantial amounts of time and effort into a research project, their research questions were not sufficiently answered. Examine five mistakes that researchers might make while conducting research. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain the relevance of the pilot testing stage in the research process. (4 marks)
- (b) Scientific research projects can be grouped into three types depending on the purpose of the research. In the context of this statement, analyse three types of scientific research. (6 marks)
- (c) Summarise six situations in which quantitative research is most appropriate to use. (6 marks)
- (d) Distinguish between “conceptual hypothesis” and “research hypothesis”. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain four purposes of conducting literature review. (4 marks)
- (b) Discuss four key attributes of a quality research design. (8 marks)
- (c) Survey research is generally notorious for its low response rate. Explain four strategies that a researcher could employ to improve the response rate. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain two features of a qualitative research. (2 marks)
- (b) Draft a layout of the content of a research report. (8 marks)
- (c) Discuss the steps you would follow in analysing quantitative data. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain the importance of ethics in research. (2 marks)
- (b) Summarise six advantages of participant observation as a method of data collection. (6 marks)
- (c) Justify the need for interpretation of research findings. (8 marks)
- (d) Responses obtained in survey research are very sensitive to the types of questions asked. Poorly framed questions or ambiguous questions result in meaningless responses with very little value. With reference to the above statement, identify four rules for creating good survey questions. (4 marks)
- (Total: 20 marks)**

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