



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF MASTER ARTS IN PROJECT PLANNING

(KISUMU LEARNING CENTRE)

COURSE CODE: APP 804

COURSE TITLE: RESEARCH METHODOLOGY

DATE: 17/4/2013

TIME: 9.00-12.00NOON

INSTRUCTIONS:

- This paper has five questions
- Answer question 1(Compulsory) and any other two questions
- Write all answers in the answer booklet provided

- Q1. (a) Discuss the importance of theoretical and conceptual frame works in research [6Marks]
- (b) Identify and discuss any **five (5)** factors which must be considered when selecting a suitable data collection method: [10Marks]
- (c) Explain the difference between Simple Random Sampling and Stratified Random Sampling highlighting when it may be appropriate to use each type of sampling [4Marks]
- Q2. (a) “So many research questions are possible that it is more of a challenge to specify what does not qualify as a research question than to specify what does.” Discuss this statement in the context of the characteristics of a good research question. [10marks]
- (b) Explain **three factors** that would influence the choice of a research design for your research problem/question. [6 Marks]
- (c) Outline the advantages and disadvantages of the following research designs. [4Marks]
- i) Case study and Representative
- ii) Cross sectional and Longitudinal
- Q3. (a) ‘Literature review should be understood as an opportunity rather than an onerous task’ Discuss. [10Marks]
- (b) (i) Discuss the ingredients of a good/successful literature review [5Marks]
- ii) Discuss the importance of using proper citations and bibliography (referencing) in your research [5Marks]
- Q4. (a) ‘The usual way of differentiating types of interview is by the degree of structure imposed on their format’. Discuss any three types of interviews based on their structure. [6Marks]

(b) Discuss important guidelines you need to follow when developing questions to be included in a questionnaire or interview schedule/guide

[9Marks]

(c) Describe the step-by-step guide to running a focus group discussion based on a five-stage model

[5Marks]

Q5. (a) Differentiate a sampling frame from a sample size

[4Marks]

(b) You are considering conducting a postal survey of the public in your local area using a simple random sample design. A pilot study indicates that the response rate is likely to be around 25 per cent. Should you consider conducting a quota sample instead? What are the factors that would influence your decision one way or the other?

[10Marks]

(c) You have conducted a face-to-face household survey and gathered a lot of data. How might you go about managing and analyzing the data you have collected?

[6Marks]