



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

DIPLOMA IN SECOND YEAR FIRST SEMESTER EXAMINATIONS
FOR THE DIPLOMA IN INTERIOR DESIGN
(MAIN CAMPUS-RESIT)

ADID 202: RESEARCH METHODOLOGY

Date: 15th July 2014

Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- This paper consists of TWO sections; A and B.
- Answer ALL questions in section A
- Answer only TWO questions in section B
- Answer ALL questions in the answer booklet provided.



SECTION A- 40 marks

Answer ALL the questions from Section A in the answer booklet provided.

- Q1. Define the following terms as used in research methodology, (5 marks)
- a) Descriptive statistics
 - b) Triangulation
 - c) Research design
 - d) Operationalize
 - e) Research hypothesis
- Q2. a) Explain three (3) strategies for determining a sample size (6 marks)
- b) Outline three (3) guidelines for selecting a sampling technique (3 marks)
- Q3. a) Elaborate on five (5) components of qualitative research (5 marks)
- b) Identify three (3) features of ethnography research design (3 marks)
- Q4. a) Suggest four (4) criteria for a good literature review (4 marks)
- b) Provide four (4) functions of theory as applied in research (4 marks)
- Q5. a) Giving an example in each case analyze three (3) sources of research problems (6 marks)
- b) List four (4) reasons for replicating research (4 marks)

SECTION B- 30 marks

Answer any Three questions from this section. Each question carries 10 marks.

- Q6. Explain in detail how to conduct a complete participant observation (10 marks)
- Q7. Critically explain how to implement the following procedures,
- a) Snowball sampling
 - b) Simple random sampling (10 marks)
- Q8. All research projects require a concept paper. Discuss (10 marks)
- Q9. Provide an in-depth analysis of ethical considerations in research (10 marks)
- Q10. Discuss in detail the application of focus group discussion in research (10 marks)

