



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR
CERTIFICATE IN SOCIOLOGY AND ANTHROPOLOGY**

CITY CAMPUS

ACW 0016: SOCIAL RESEARCH METHODS AND STATISTICS

Date 21st November, 2016

Time: 2.00 – 5.00pm

INSTRUCTIONS:

- Answer Question ONE (Compulsory) and any other TWO.



1. a) Define the following terms:
- i) Social Research; (2 marks)
 - ii) Theory; (2 marks)
 - iii) Concept; (2 marks)
 - iv) Variable; (2 marks)
 - v) Hypothesis; (2 marks)
- b) Distinguish between the following:
- i) Applied and Basic research; (5 marks)
 - ii) Qualitative and Quantitative research; (5 marks)
- c) Illustrate the role of social research in the society. (10 marks)
2. a) Highlight the steps to follow in selecting a research design. (5.3 marks)
- b) Describe the following types of research design:
- i) Descriptive research design; (5 marks)
 - ii) Case study design; (5 marks)
 - iii) Experimental research design; (5 marks)
3. i) State and explain the **THREE** essential ethical principles in Social Research. (10 marks)
- ii) Describe **FIVE** elements of an informed consent form. (10 marks)
4. a) Explain the basic components of a research proposal. (10 marks)
- b) Explain the meaning of population, sampling frame and sampling design. (10 marks)
5. a) Describe the mean, mode, median as measures of central tendency (10 marks)
- b) Explain the various types of data measurement scales. (10 marks)
6. Explain the advantages and disadvantages of a questionnaire and Spreadsheet as a statistical software package. (20 marks)