



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF MASTER OF ARTS IN PROJECT PLANNING AND  
MANAGEMENT  
(CITY CAMPUS)

**APP 804: RESEARCH METHODS**

*Date: 29<sup>th</sup> November, 2013*

*Time: 5.30 - 8.30 p.m.*

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**INSTRUCTIONS:**

- Answer ANY FOUR questions.

APP 804 RESEARCH METHODS (City Campus)

Answer ANY FOUR Questions

1. Discuss the use of theory in “scientific Research” **(15 marks)**
2. Describe the research process and explain the importance of the methodology section **(15 marks)**
3. Describe the process of stratified sampling giving the advantages and disadvantages of using the method. **(15 marks)**
4. Write short notes on any TWO of the following.
  - a. Survey research **(7.5 marks)**
  - b. Experimental research **(7.5 marks)**
  - c. Case Research **(7.5 marks)**
5. Discuss the advantages and disadvantages in the use of Qualitative data analysis. **(15 marks)**
6. Describe FIVE ways of presenting research data giving the advantages and disadvantages of using each method.