



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN INTERIOR DESIGN AND
APPAREL DESIGN WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ADI 307: RESEARCH METHODOLOGY AND PROJECT

Date: 19th April, 2016

Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- This paper contains TWO sections, A and B
- Answer ALL questions from SECTION A in the answer booklet provided
- Answer ANY THREE questions from SECTION B.

SECTION A (40 MARKS)

Answer **ALL** questions in this section in the answer booklet provided

1. a) Define the following terms as used in research:
 - i) Target population
 - ii) Sampling
 - iii) Descriptive statistics
 - iv) Primary data
 - v) Participant observation
 - vi) Assumption
 - vii) Limitation
 - viii) Time schedule
 - ix) Budget
 - x) Structured questions (10 marks)
- a) i) Briefly explain and differentiate qualitative and quantitative research (4 marks)
 - ii) Suggest five (5) advantages of using both methods in research (5 marks)
- b) Identify three (3) advantages of correlational research (3 marks)
- c) i) Designate two (2) main purposes of descriptive research (2 marks)
 - ii) Enumerate the five (5) steps involved in descriptive research (5 marks)
- d) Briefly express the methods employed in ethnographic studies (3 marks)
3. a) Propose three (3) reasons for using a direct quotation in a text (3 marks)
- b) Specify and explain five (5) components of the cover sheet and credibility file of a project proposal (5 marks)

SECTION B (30 MARKS)

Answer **ANY THREE** questions from this section in the answer booklet provided. Begin each question on a new page

4. Express in detail the steps you would follow in carrying out literature review (10 marks)
5. "The **purpose of a study** crystallizes the researchers inquiry into a particular area of knowledge" Discuss (10 marks)
6. Describe the following types of research
 - a) Ethnographic (5 marks)
 - b) Survey (5 marks)
7. As a research assistant for, a study you have been tasked to construct a questionnaire for a specific study
 - a) Suggest three (3) disadvantages that might arise when the questionnaire is not well constructed (3 marks)
 - b) Express the rules You would follow when constructing the questionnaire (7 marks)
8. a) As a researcher, you have been appointed by an International Organization to carry out research to evaluate one of their projects in Kisumu County.
 - a) Explain your understanding of evaluation research (2 marks)
 - b) Express in detail the criteria that your evaluation research should satisfy (8 marks)