



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS SOCIOLOGY WITH INFORMATION
TECHNOLOGY**

CITY CAMPUS – WEEKEND

ASO 203: RESEARCH METHODS I

Date: 27th November, 2016

Time: 9.00 - 12.00pm

INSTRUCTIONS:

- Answer ANY THREE Questions.



1. Examine the main stages of research process. (23.3marks)
2. Compare and contrast qualitative and quantitative methods of data collection and analysis. (23.3marks)
3. Explain sampling strategies relevant in social science research. (23.3marks)
4. Discuss the role of literature review in research. (23.3marks)
5. Describe **FIVE** factors that a researcher should consider before selecting a good research topic. (23.3marks)
6. Using appropriate examples, explain ethical challenges social science research face while conducting fieldwork. (23.3marks)