

1410/205
SOCIOLOGY, RESEARCH METHODS
AND COMMUNICATION SKILLS
June/July 2016
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
NATIONAL CERTIFICATE IN SOCIAL DEVELOPMENT
MODULE II
SOCIOLOGY, RESEARCH METHODS AND COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

This question paper consists of TWO sections; A and B.

Answer ALL the questions in BOTH sections.

Answers to ALL questions must be written in the answer booklet provided.

Candidates should answer the questions in English.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A (40 marks)

Answer ALL the questions in this section.

1. Highlight **four** conditions of a valid hypothesis. (4 marks)
2. Outline **four** characteristics of communication. (4 marks)
3. Explain **four** ethical responsibilities of sociologists to human subjects. (4 marks)
4. Outline **four** sections that must be contained in a memoranda. (4 marks)
5. Explain **four** precautions researchers should observe when selecting a research problem. (4 marks)
6. Distinguish between “social stratification” and “social class”. (4 marks)
7. (a) State **four** measures to consider in ensuring that a letter effectively delivers a message. (4 marks)
(b) Explain **two** demerits of oral communication in organisation. (2 marks)
8. Highlight **four** creative and communal positive aspects of peers in socialization. (4 marks)
9. State **two** elements that must be contained in research design. (2 marks)
10. Distinguish between probability and non probability sampling techniques. (4 marks)

SECTION B (60 marks)

Answer ALL the questions in this section.

11. (a) Explain **five** differences between norms and sanctions as cultural elements of society. (10 marks)
- (b) With the aid of a diagram, explain the communication cycle. (5 marks)
12. (a) The data below gives the expenditure of selected counties in Kenya in one financial year:
- | Town | Total Amount
(in Ksh 000) |
|-------------|--------------------------------------|
| Nairobi | 80,232 |
| Mombasa | 100,852 |
| Kisumu | 2,853 |
| Nakuru | 1,920 |
| Busia | 4,676 |
| Eldoret | 1,633 |
| Thika | 10,865 |
| Kisii | 4,228 |
- Represent the above information using a suitable pie chart diagram. (10 marks)
- (b) Describe **five** essential principles of an effectively written communication (5 marks)
13. (a) Highlight **five** basic principles of a society. (10 marks)
- (b) Outline **five** problems faced by sociologist at the present time. (5 marks)
14. (a) Highlight **five** reasons why a social worker should understand social stratification in the society. (5 marks)
- (b) Evaluate **five** root causes of commercial sex work in Kenyan tourism. (10 mark)

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