



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS WITH INFORMATION
TECHNOLOGY
(MAIN CAMPUS)**

AEN 310: RESEARCH METHODS

Date: 25th July 2014

Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- Answer question ONE and any OTHER TWO questions
- Marks are as per the allocation after each question.

INSTRUCTIONS:

Answer Question ONE and ANY other TWO

Q.1. Explain any ten principles of questionnaire design. (30 marks)

Q.2. Discuss any five criteria that qualify a research study as a scientific process. (20 marks)

Q.3. Explain the features of the following types of research design:

(i) Case Study (7 marks)

(ii) Analytical (7 marks)

(iii) Descriptive survey (6 marks)

Q.4. Explain two types of non-probabilistic sampling that you would use to obtain a representative sample from a larger target research population in research. (20 marks)

Q.5. explain how you would use the following methods of data collection effectively and efficiently during research:

(a) Focus Group Discussions (10 marks)

(b) Key Informant Interviews (10 marks)