



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS IN ECONOMICS WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

AEC 404: RESEARCH METHODS

Date: 8th January, 2016

Time: 11.00 - 1.00pm

INSTRUCTIONS:

- This paper consist of FIVE questions. Answer question ONE and any other TWO questions.



QUESTION ONE (COMPULSORY)

Assume you are a county government officer in the ministry of planning and development and that you have been requested to research on emerging development issues in the county.

- i. Focusing on the qualities of a good research title, suggest a suitable title for the study. (4 marks)
- ii. Highlight the guidelines for conducting literature review for the study. (8 marks)
- iii. Identify and explain any three data collection instruments for the study. (6 marks)
- iv. Explain the merits and demerits of each of the identified data collection instruments in (iii) above. (8 marks)
- v. Explain how you enhance reliability of any of the data collection instruments (4 marks)

QUESTION TWO

- a) Clearly distinguish between the following concepts as used in research
 - i. Cluster sampling and stratified sampling (2 marks)
 - ii. Descriptive research and analytical research (2 marks)
- b) Explain the factors one need to consider when selecting a research problem. (12marks)
- c) Explain the role of research hypothesis in a study (6 marks)

QUESTION THREE

Discuss the role of literature review and research designs to the credibility of research findings (20 marks)

QUESTION FOUR

- a) Identify and explain suitability of various sampling techniques to a researcher (8 marks)
- a) Suppose that a directional z test is used with $\alpha = .05$ to test $H_0: \mu \leq 50$ against $H_1: \mu > 50$, where $\sigma = 10$ and $n = 25$.
- Sketch the sampling distributions of the mean for $\mu = 50$ and for $\mu = 55$ on a common axis. (4 Marks)
 - Label appropriate regions for Level of Significance; $1 - \alpha$; β ; (4 Marks)
 - Explain how the sketch would change if the sample size was increased. (4 Marks)

QUESTION FIVE

Differentiate with examples the following terms as used in research

- Experimental research and Ex post facto research [4 marks]
- Internal validity and external validity [4 marks]
- Reliability and validity [4 marks]
- Pure research and applied research [4marks]
- Dependent variable and Independent variable (4 marks)