



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN INTERNATIONAL STUDIES (Group A)

END OF SEMESTER EXAMINATION

BAA 3205: RESEARCH METHODS

[Examiner: A. Gathogo]

Date: 23rd March 2022

Time: 13:00 – 15:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Questions One

You are an attachee at the ministry of foreign affairs responsible for trade and investment promotion. You are concerned about trade imbalances between developed and developing nations as a result of Covid 19 restrictions. You have decided to carry out research urgently to inform trade policy decisions for the immediate future.

- a) Explain why you think this is a researchable problem. **(6 marks)**
- b) Given the urgency in conducting the research would you consider literature review necessary? Explain your answer. **(12 marks)**
- c) Explain the most applicable type of research design you would use in this case. Justify why it's the most appropriate. **(12 marks)**

Question Two

- a) As a research consultant a client has approached you to explain the relevance of sampling in carrying out a customer satisfaction survey. Explain to him the role of sampling in conducting the research. **(10 marks)**
- b) A friend has collected data for a research project on a business idea he hopes to implement. They have requested you to help them analyse the data and write a report. Explain how you will undertake this task. **(10 marks)**

Question Three

You have established that conflicts among urban marginal communities is as a result of a combination of factors. You intend to follow the research process to establish these factors which will inform policy interventions to address the issues. With the aid of a diagram describe exhaustively what the research process involves. **(20 marks)**

Question Four

In the last decade the world diplomacy has continued to evolve to reflect diverse national interests. Key among them are competing ideologies, access to resources, geopolitics and trade among others. You intend to carry out desk research to document this evolution.

- a) Explain the secondary sources of literature you will review. **(10 marks)**
- b) Describe the initiatives you will take to overcome the challenges of collecting the data. **(10 marks)**

Question Five

Students at Strathmore designed and conducted an independent measures design experiment at the Cafeteria, investigating whether receiving physical contact from someone increases their rating on friendliness. The experiment took place between 11am and 2pm on a Wednesday. As customers left the coffee bar after paying, some were touched lightly on the upper arm by the cashier, whereas others were not. Outside the cafeteria, members of the public were asked how friendly they thought the staff were on a scale of 1 ('not very friendly') to 10 ('extremely friendly').

- a) Identify the dependent and independent variable in this study? **(4 Marks)**
- b) Formulate the Alternate and Null hypotheses in this this study. **(4 Marks)**
- c) Explain the most appropriate sampling technique that should have been used to select participants for this study. **(6 Marks)**
- d) Describe three weakness with the sampling method used in this study. **(6 Marks)**

Total Marks 20