



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN DEVELOPMENT STUDIES & PHILOSOPHY  
BACHELOR OF ARTS IN COMMUNICATION  
BACHELOR OF ARTS ON INTERNATIONAL STUDIES (GROUP B)**

**END OF SEMESTER EXAMINATION  
3205 RESEARCH METHODS  
[Examiner M. Nyikuri]**

**Date: 23<sup>rd</sup> March 2022**

**Time: 13:00 – 15:00**

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**Instructions**

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

**QUESTION 1: COMPULSORY (30 MARKS)**

The following is a research topic for a third-year student at Strathmore University.

“Factors influencing the rise of inflation in the Kenyan economy. A case of Eldoret Municipality, Uasin Gishu County: Kenya”

- a) State the broad objective and any two specific objectives from the research topic.  
(7 marks)
- b) Identify and discuss some of the main ethical issues you might need to consider whilst undertaking business research. (7 marks)
- c) Discuss the advantages and disadvantages of either using qualitative or quantitative approach to data collection (16 marks)

**QUESTION 2: (20 MARKS)**

In writing a research proposal, literature review is a very important chapter. Explain what literature review is, the purpose of literature and importance and sources of review in any research project

**QUESTION 3: (20 MARKS)**

You have been asked to develop a research proposal for your project in year 4. What constitutes successful research proposal? Identify its elements in detail.

**QUESTION 4: (20 MARKS)**

Define Sampling and explain its importance in research. Write short notes (stating its advantages/disadvantages) on snowball sampling and convenient sampling

**QUESTION 5: (20 MARKS)**

You want to find out what area of specialisation your classmates would like to pursue their master's degree. You want to design a questionnaire to collect data. You are not sure whether you want to email them or carry out face to face interviews.

- a) What are the characteristics of a good questionnaire?
- b) What are the advantages and disadvantages of online and face to interviews?