



MACHAKOS UNIVERSITY

University Examinations 2022/2023

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

MAIN EXAMINATION FOR THIRD YEAR STUDENTS, BACHELOR OF SCIENCE IN FASHION
DESIGN AND MARKETING

HCU 300: INTRODUCTION TO RESEARCH METHODS

INSTRUCTIONS

- This paper consists of **FIVE** questions
- Answer **QUESTION ONE** and **ANY OTHER TWO** questions
- Question One carries 30 marks
- Question 2-5 carry 20 marks each

Please Turn Over

Question One (Compulsory) (30 Marks)

- a) Write short notes on the following:-
 - a. Research proposal (2 marks)
 - b. Population and Sampling (2 marks)
 - c. Research report (2 marks)
 - d. Tabulation and statistic (2 marks)
- b) Explain two (2) qualities of a good research topic (4 marks)
- c) Discuss three (3) sources of a research problem (6 marks)
- d) Explore the main sections of a research proposal (12 marks)

Question Two (20 Marks)

CMC motors hired you to help in conducting a survey on customer satisfaction.

- a) Discuss five (5) characteristics of a good sample. (10 marks)
- b) Explore five (5) reasons why sampling is important in research. (10 marks)

Question Three (20 Marks)

As a young researcher, you have been requested to discuss with your research team four (4) data collection techniques that you are likely to use in the future as a social scientist. (20 marks)

Question Four (20 Marks)

As a research assistant in a local research firm, you have been to conduct some literature review on a certain topic. Discuss five (5) reasons as to why literature review is important in research. (20 marks)

Question Five (20 Marks)

- a) Elaborate two (2) techniques used in the presentation of data in research. (10 marks)
- b) Discuss five (5) reasons why publication of research findings is important. (10 marks)

Examination Irregularity is Punishable by Expulsion