

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR  
OF SCIENCE IN INFORMATION SCIENCE

BSIS 381: RESEARCH METHODS

STREAMS: BSC (Y3S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 19/04/2023

8.30 A.M. – 10.30 A.M.

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INSTRUCTIONS:

- Attempt question ONE and any TWO questions
- Do not write on the question paper

QUESTION ON (30 MARKS)

Use the following case study to answer question one

**Eliud Kipchoge Breaks Two- Hour marathon barrier by Andrew Keh Newyork Times (2019/10/12)**

On a misty Saturday morning in Vienna, on a course specially chosen for speed, in an athletic spectacle of historic proportions, Eliud Kipchoge of Kenya ran 26.2 miles in a once inconceivable time of 1 hour 59 minutes 40 seconds. In becoming the first person to cover the marathon distance in less than two hours, Kipchoge, 34, achieved a sports milestone granted almost mythical status in the running world, breaking through a temporal barrier that many would have deemed untouchable only a few years ago. The run, organized by the petrochemical company INEOS, features a cycle of hop and commercial buildup more reminiscent of a heavyweight prizefight than a road race.

Brand Kenya want to use this event to market Kenya as a tourist destination and have approached you to explore this feasibility.

- (a) Suggest a suitable topic for the research [3 marks]
- (b) Formulate operational definitions of TWO variables you may use [4 marks]

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- (c) Formulate THREE objectives of the study [3 marks]
- (d) Identify the scope of study [2 marks]
- (e) Outline FOUR limitations of the study [4 marks]
- (f) Formulate the purpose of the study [2 marks]
- (g) Draw a simple schematic diagram to show your conceptual framework indicating
  - (i) The dependent variable [2 marks]
  - (ii) Independent variable [2 marks]
- (h) The above case has been consolidated after several reading materials with one source listed below. Using the APA format reference this source. [4 marks]

Chebe Jinal, Mollynter Mutooni and Laura Saad in their chapter titled “Reflection on country branding edited by Victoria Rayaan, Githoe Ishawq and Anthony Otondi book entitled making most of country Brands in 2009 by Riara University publisher in Nairobi.

- (i) Explain FOUR ways you can use to share your findings as research. [4 marks]

### **QUESTION TWO (20 MARKS)**

- (a) Discuss the significance of a conceptual framework in designing a research proposal [10 marks]
- (b) “Research is much concerned with proper fact finding, analysis and evaluation”. Justify this statement with appropriate illustration. [10 marks]

### **QUESTION THREE (20 MARKS)**

You want to carry out a popularity opinion survey for three potential candidates in senatorial by election in Nyamira county, which has 300 000 potential voters you have budget and time constraint.

- (a) Describe the research design you would choose for your study and why? [5 marks]
- (b) what sampling method would you apply for this research? Justify your answers [5 marks]
- (c) Describe the data collections instruments you would use to collect your data and why? [5 marks]
- (d) Research is increasing becoming a common problem-solving process, justify why managers are turning to research methods to solve society problem. [5 marks]

**QUESTION FOUR (20 MARKS]**

- (a) You have been employed by a research organization that deals with both research and information technology. You have been assigned the task of developing research and project proposals. Assess the differences between a research proposal and project proposal. [11 marks]
- (b) Explain the following terms as used in data processing [9 marks]
- (i) Data validation
  - (ii) Data editing
  - (iii) Data coding

**QUESTION FIVE (20 MARKS)**

- (a) Explain five reasons for carrying out a pilot study. [5 marks]
- (b) Examine why literature review is important in the research process [10 marks]
- (c) Using appropriate illustrations, discuss the significance of a research design in academic writings [5 marks]
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