

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN  
WILDLIFE ENTERPRISE AND MANAGEMENT**

**WIEM 381: FUNDAMENTALS OF RESEARCH METHODS**

**STREAMS: WIEM Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 06/12/2019**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS:**

- Answer ALL questions in section A and any other two questions from section B.
- Do not write anything on the question paper.

**SECTION A: 30 MARKS**

1. Distinguish between qualitative and quantitative research methods. (6 marks)
2. Explain the difference between directional and non-directional hypothesis as applied in wildlife based research. (6 marks)
3. Briefly explain the importance of reconnaissance survey in research. (6 marks)
4. Briefly discuss types and sources of data in research. (6 marks)
5. Discuss the importance of research in Wildlife and Enterprises Management. (6 marks)

**SECTION B: (40 MARKS)**

6. (a) Using relevant examples, discuss five types of sampling techniques that are applicable in ecological studies. (12 marks)
- (b) Using examples, discuss two types of questionnaires used in wildlife based research studies. (8 marks)

7. (a) Using a hypothetical research problem from your field of specialization, discuss the most relevant and applicable data collection methods to achieve your objectives. (12 study marks)
- (b) Discuss the major source of errors in research inquiry. (8 marks)
8. (a) Discuss the use and application of technology in wildlife based research. (10 marks)
- (b) Discuss the basic stages in a research cycle process. (10 marks)
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