MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/ 2019 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER

SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT
BACHELOR OF URBAN AND REGIONAL PLANNING

COURSE CODE: URP 3106
COURSE TITLE: RESEARCH METHODOLOGY

DATE: 3RD DECEMBER, 2018   **TIME: 1100 - 1300 HRS**

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

This paper consists of 2 printed pages. Please turn over

SECTION A: ANSWER ALL QUESTIONS (25 MARKS)

1. a) Distinguish between the following pairs of terms as applied to research
    - i.   Independent and dependent variable   **(2 marks)**
    - ii. Directional and non-directional hypothesis   **(2 marks)**
    - iii. Sampling units and sampling frames   **(2 marks)**
    - iv. Systematic and simple random sampling   **(2 marks)**
    - v.   Cross-sectional and longitudinal research designs   **(2 marks)**

    b) With relevant examples, describe the following sampling methods
    - i.   Stratified sampling   **(5 marks)**
    - ii. Cluster sampling   **(5 marks)**
    - iii. Snow ball sampling   **(5 marks)**

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

2. a) Explain five ways in which a researcher can identify a research problem
    (5 marks)

    b) Compare and contrast descriptive and experimental research as modes
    of investigation   **(5 marks)**

    c) Using an array of your choice, demonstrate the meaning of the following
    terms

    - i. Mean   **(1 mark)**
    - ii. Median   **(1 mark)**
    - iii. Mid-range   **(1 mark)**
    - iv. Mode   **(1mark)**
    - v. Range   **(1 mark)**

3. a) Explain five reasons why a research should be carried out ethically
    (5 marks)
    b) Discuss any five features of a good research   **(5 marks)**
    c) Explain five purposes of a literature review   **(5 marks)**

4. a) Explain the research process   **(7 marks)**
    b) Discuss the four main types of research   **(8 marks)**

5. As the Narok County Director Forward Planning Department, you are
    required to conduct a research on affordable housing in line with the
    government's big four agenda.
    a) Explain five research tools you will use to collect data for the
    research
    (5 marks)
    b) Explain four advantages of using a questionnaire in your data
    collection
    (4 marks)

c) Explain six circumstances under which type II error would be
   committed
      (6 marks)
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