



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY**

**MASTER OF SCIENCE IN ENVIRONMENTAL
PLANNING AND MANAGEMENT**

COURSE CODE: EPM 8106

**COURSE TITLE: RESEARCH METHODOLOGY
AND COMMUNICATION**

DATE: 1/2/2024

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

1. Write short notes on content analysis as a research method **(4 Marks)**
2. Explain the types of research instruments and the advantages and disadvantages of each type **(6 Marks)**
3. State and explain three types of research designs **(6 Marks)**
4. Explain the common ethical considerations in research involving human subjects **(3 Marks)**
5. Discuss the strengths and limitations of conducting interviews as a qualitative research method **(6 marks)**

SECTION B: ANSWER ANY THREE QUESTIONS (15MKS EACH)

6. Using specific examples, discuss sampling techniques used in research **(15 Marks)**
7. Discuss the common statistical tests used in quantitative data analysis **(15 Marks)**
8. Discuss the elements that should be included in the discussion chapter of your thesis **(15 Marks)**
9. Discuss how you would communicate the research findings to academic and non-academic audiences **(15 Marks)**

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