



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATIONS

ACADEMIC YEAR: 2021/2022

UNIT NAME: RESEARCH METHODS

SEMESTER: JAN – APRIL 2022

UNIT CODE: RSCH 3110

DATE: APRIL 2022

TIME: 2 HOURS

INSTRUCTIONS: Answer question one (30 marks) and any other two

QUESTION ONE (COMPULSORY 30 MARKS)

The functions of social media have and continue to transform into that which was never anticipated. Most founders of social networks are surprised with the diverse and astounding ways users are able to engage and utilize their platform. According to Schulze, Taros, Dirkes, Huer, Rose, Tietmeyer and Constantinides (2015), the social media has empowered the public and weakened the position of businesses by exposing them to negative publicity, customer attacks and reputation damage. As such, managing online identity has become a multimedia affair. With the rush of social media that has now entered into so many people's daily lives, it is important that employers gain an awareness and knowledge in this area, not only to prevent any negative repercussions that may result from social networking, but also, to embrace this everchanging and emerging issue in the workplace. This study seeks to fill the existing gap on utilizing the opportunity provided by the social media, specifically the levels of social media awareness, social media use, social media monitoring, and social media knowledge and the influence it has on organizational performance at Kenya National Bureau of Statistics. Assuming this is your research:

- i. Suggest a possible and most appropriate title of your research (2 marks)
- ii. Write down the statement of the problem (4 marks)
- iii. Outline any FOUR specific objectives that the study will take (4 marks)

- iv. Draw a conceptual framework that the research will adopt as it seeks to address the outlined objectives in (c) above (3 marks)
- v. What would be the most likely limitations of a study? Outline the delimitations that you would put in place (3 marks)
- b. Research design can be thought of as the structure of research. It is the “glue” that holds all of the elements in a research project together. Identify and explain any four types of research designs (8 marks)
- c. Differentiate between validity and reliability in research (6 marks)

QUESTION TWO

- a) Discuss five methods of data collection that a researcher can adopt (10 marks)
- b) In writing a research proposal, literature review is a very important chapter. Explain the purpose of literature review in any research project (10 marks)

QUESTION THREE

- a) Research problem identifies your destination and it should tell you, your research Supervisor and your readers what you intend to research. Discuss the factors to be considered when selecting a research problem. (10 marks)
- b) A sample is a representation of the entire study population. Explain five methods of sampling that can be used to pick a sample (10 marks)

QUESTION FOUR

- a) State and explain five objectives of carrying out research (10 marks)
- b) Highlight and explain the basic components of the research methodology chapter in any research proposal (10 marks)