



PAN AFRICA CHRISTIAN UNIVERSITY

EXAMINATION FOR THE DEGREE OF:

BACHELORS OF COMMERCE

BACHELORS OF ARTS COMMUNITY DEVELOPMENT

BACHELORS OF BUSINESS LEADERSHIP

BACHELORS OF ARTS BIBLE AND THEOLOGY

BACHELORS ARTS COMMUNICATION

BACHELORS OF ARTS COUNSELLING

BACHELORS OF BUSINESS INFORMATION TECHNOLOGY

AND RELATED DIPLOMAS

MAY-JULY2015

CAMPUS: ROYSAMBU- DAY CLASS

DEPARTMENT: BUSINESS

COURSE CODE: UCC103

COURSE TITLE: RESEARCH AND WRITING

EXAM DATE: Thursday; 30th July 2015

TIME: 9.00am – 12.00pm

INSTRUCTIONS

- This exam script has **SIX (6)** questions
- Read all questions carefully before attempting.
- Answer Any **FIVE** questions
- Write your **student number** on the answer booklet provided.

QUESTION ONE

- What is research? (2 Marks)
- i) List **FOUR** types of research (2 Marks).
 - ii) Describe the steps used in conducting a research (10 Marks)
- a. Using examples distinguish between in-text citation and referencing (6 Marks).

QUESTION TWO

- a) Distinguish between;
- i) Concept and Context (2 Marks)
 - ii) Variable and Data (2 Marks)
 - iii) Population and Sample (2 Marks)
 - iv) Theory and Literature (2 Marks)
 - v) Objectives and hypothesis (2 Marks)
- b) Describe the various sections of a research proposal (10 Marks)

QUESTION THREE

- a) The Regional Manager of World Vision Laisamis has requested you to support the organization in conducting a community perception survey. Your role begins with development of an instrument of data collection. World vision prefers use of interviews and focused group discussions. Design an instrument that would help you carry out this study (10 marks).
- b) Explain 3 advantages and 2 disadvantages of using a questionnaire in collecting data (10 Marks)

QUESTION FOUR

- a) Discuss any four types of plagiarism (10 Marks)
- b) Discuss any 5 sources of literature for review during research and writing

QUESTION FIVE

- a) Writing is both an art and a science. Discuss (10marks)
- b) Explain any five tools used in data collection (10 marks)

QUESTION SIX

- a) Describe 4 types of sampling (10 Marks)
- b) Distinguish between quantitative and qualitative research (10 Marks).

