MAASAI MARA UNIVERSITY

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

SCHOOL OF ARTS & SOCIAL SCIENCES
B.A(LINGUISTICS

COURSE CODE: LAC 3105
COURSE TITLE: RESEARCH METHODS IN LANGUAGE AND COMMUNICATION

DATE: 6TH DECEMBER 2018   **TIME: 0830 – 1030HRS**

INSTRUCTIONS TO CANDIDATES

- Question ONE is compulsory
- Answer any other TWO questions

1. a).Using appropriate examples, explain what you understand by the following research concepts:
   (i)   data
   (ii)   population
   (iii)   sample
   (iv)   variable
   (v)   research design

                                                                    (15mks)

   (b)Using a linguistic topic of your choice, formulate the following:
         i.   Research objectives
         ii. Research hypothesis
         iii. Statement of the problem

                                                                    (15mks)
2. a). Distinguish between the following sets of terms as used in research:
   (a)   independent and dependent variables.
   (b)   Appendices and footnotes
   (c)   Bibliography and references

                                                                    (12 mks)
   b). Discuss the steps involved in Literature review.   (8mks)
3. Evaluate any three sampling techniques that a linguistic researcher may use in his/her study.   (20mks)
4. Describe, using appropriate examples, the following sets of measures as used in research data analysis:
      a. Measures of central tendency
      b. Measures of variability

                                                                    (20mks)
5. With appropriate examples examine the term 'ethnography' as used in research studies.   (20mks)

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