

1410/205  
SOCIOLOGY, RESEARCH METHODS  
AND COMMUNICATION SKILLS  
June/July 2016  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
NATIONAL CERTIFICATE IN SOCIAL DEVELOPMENT  
MODULE II  
SOCIOLOGY, RESEARCH METHODS AND COMMUNICATION SKILLS  
3 hours

**INSTRUCTIONS TO CANDIDATES**

*This question paper consists of TWO sections; A and B.  
Answer ALL the questions in BOTH sections.  
Answers to ALL questions must be written in the answer booklet provided.  
Candidates should answer the questions in English.*

**This paper consists of 3 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.**

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**SECTION A (40 marks)**

*Answer ALL the questions in this section.*

1. Highlight **four** conditions of a valid hypothesis. (4 marks)
2. Outline **four** characteristics of communication. (4 marks)
3. Explain **four** ethical responsibilities of sociologists to human subjects. (4 marks)
4. Outline **four** sections that must be contained in a memoranda. (4 marks)
5. Explain **four** precautions researchers should observe when selecting a research problem. (4 marks)
6. Distinguish between "social stratification" and "social class". (4 marks)
7. (a) State **four** measures to consider in ensuring that a letter effectively delivers a message. (4 marks)  
(b) Explain **two** demerits of oral communication in organisation. (2 marks)
8. Highlight **four** creative and communal positive aspects of peers in socialization. (4 marks)
9. State **two** elements that must be contained in research design. (2 marks)
10. Distinguish between probability and non-probability sampling techniques. (4 marks)

## SECTION B (60 marks)

Answer ALL the questions in this section.

11. (a) Explain **five** differences between norms and sanctions as cultural elements of society. (10 marks)
- (b) With the aid of a diagram, explain the communication cycle. (5 marks)
12. (a) The data below gives the expenditure of selected counties in Kenya in one financial year:

Town	Total Amount (in Ksh 000)
Nairobi	80,232
Mombasa	100,852
Kisumu	2,853
Nakuru	1,920
Busia	4,676
Eldoret	1,633
Thika	10,865
Kisii	4,228

- Represent the above information using a suitable pie chart diagram. (10 marks)
- (b) Describe **five** essential principles of an effectively written communication. (5 marks)
13. (a) Highlight **five** basic principles of a society. (10 marks)
- (b) Outline **five** problems faced by sociologists at the present time. (5 marks)
14. (a) Highlight **five** reasons why a social worker should understand social stratification in the society. (5 marks)
- (b) Evaluate **five** root causes of commercial sex work in Kenyan tourism. (10 marks)

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