

1410/205
SOCIOLOGY RESEARCH METHODS
AND COMMUNICATION SKILLS
June/July 2020
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
NATIONAL CERTIFICATE IN SOCIAL DEVELOPMENT
SOCIOLOGY RESEARCH METHODS AND COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of FOURTEEN questions in TWO sections; A and B.
Answer ALL the questions in BOTH sections 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.

SECTION A (40 marks)

Answer ALL the questions in this section.

1. (a) Explain the meaning of the term 'sociology'. (2 marks)
(b) Outline the **three** stages of society development according to Auguste Comte. (3 marks)
2. State **four** functions of communication. (4 marks)
3. Outline **four** factors that influence the process of communication. (4 marks)
4. Highlight **four** causes of cultural depletion in a society. (4 marks)
5. Outline the **four** stages of socialization according to Jean Piaget's theory. (4 marks)
6. State **four** characteristics of kinship. (4 marks)
7. Identify **three** types of case studies. (3 marks)
8. (i) Explain the meaning of the term 'evaluation'. (2 marks)
(ii) Distinguish between 'formative' and 'summative' evaluation. (4 marks)
9. Identify **four** characteristics of participant observation. (4 marks)
10. State **two** purposes of downward communication. (2 marks)

SECTION B (60 marks)

Answer ALL the questions in this section.

11. (a) Highlight **five** uses of sociology. (10 marks)
(b) Outline **five** disadvantages of oral communication in an organization. (5 marks)
12. (a) Describe **five** characteristics of the observation method of data collection. (10 marks)
(b) Highlight **five** items that should be contained in the minutes of a meeting. (5 marks)
13. (a) Explain **five** disadvantages of surveys in social research. (10 marks)
(b) Describe **five** types of social organizations in a society. (5 marks)

14.

The table below shows annual sales of Dallas Kenya Limited

	2008-2011 (in Ksh 'millions')			
	2008	2009	2010	2011
Drinks	0.9	1.8	2.2	2.3
Food	0.6	1.4	2.0	3.4
Others	3.5	4.3	4.0	3.5

- (a) Present the above data in a form of a percentage component bar chart. (12 marks)
- (b) Describe three types of marriages. (3 marks)

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