



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

JANUARY-APRIL 2024

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FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF LANGUAGES, LITERATURE & COMMUNICATION

ALT 500: RESEARCH METHODOLOGY IN APPLIED LINGUISTICS

DATE: APRIL 2024

Duration: 3Hours

INSTRUCTIONS: Answer Question ONE and any other THREE Questions

Q1.

During the early 2000, James was appointed chief operating officer for Scandinavian Airlines (SAS). At this time, the entire airline industry was in the midst of a slump, and SAS was about to record a second straight year of losses. James halted the practice of instituting across-the-board cuts and instead focused on developing a strategic mission that could make SAS profitable during a time of zero market growth. The strategy was to make SAS known as the best airline in the world for the frequent business traveller.

Under James's leadership, SAS scrutinized every project and expense as to whether it contributed to improving the services to the frequent business traveller. If the answer was no, no matter what it was or how dear it was to those within SAS, it was cut. To achieve the indented success James set up a task force to help revamp the airline. Their task was to carry out a research study and report immediately.

Required:

- a) State four objectives for the research study. **(8 Marks)**
- b) Giving reasons, suggest suitable research design to be adopted by the task force in the study. **(10 Marks)**
- c) Describe the methods to be used in analysing the data. **(9 Marks)**
- d) Explain any three (3) ethical issues to consider while conducting the study. **(3 Marks)**

Q2.

- a) Define the concept 'research' **(5 Marks)**
- b) Discuss the research process **(10 Marks)**

Q3.

- a) Explain why it is necessary to conduct literature review before and during the research process. **(10 Marks)**
- b) Discuss the factors to consider when choosing instruments of data collection during the research process. **(5 Marks)**

Q4.

- a) Critically examine the challenges encountered by institutions in Kenya while implementing research recommendations. **(8 Marks)**
- b) Many organizations are currently engaged in research and some have even set up research department within the organization. Briefly explain the necessity of conducting research. **(6 Marks)**

END

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