

Name _____

Index No. _____ easy7net.com

1410/205
SOCIOLOGY, RESEARCH METHODS
AND COMMUNICATION SKILLS
June/July 2015
Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

NATIONAL CERTIFICATE IN SOCIAL DEVELOPMENT

SOCIOLOGY, RESEARCH METHODS AND COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of TWO sections; A and B.

Answer ALL the questions in BOTH sections in the spaces provided in this question paper.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	40	
B	11	20	
	12	20	
	13	20	
TOTAL		100	

This paper consists of 12 printed pages.

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

P.O. Box 30001

Answer **ALL** the questions in this section in the spaces provided after each question.

1. (a) Explain the term "communication". (2 marks)

- (b) Highlight **two** channels of communication. (2 marks)

2. Distinguish between the following terms:

- (a) formal social controls; (2 marks)

- (b) informal social controls. (2 marks)

3. Outline **four** qualities of a good research worker. (4 marks)

(i) _____

(ii) _____

(iii) _____

(iv) _____

(c) early childhood;

(d) late adulthood.

(1 mark)

7. (a) Explain the term "questionnaire",

(2 marks)

(b) Outline **four** main points to be observed when drafting a questionnaire.

(4 marks)

(i) _____

(ii) _____

(iii) _____

(iv) _____

8. Outline **four** advantages of face-to-face communication.

(4 marks)

9. Describe **four** factors that may lead to social mobility in Kenya. (4 marks)

10. Highlight **three** advantages of random sampling. (3 marks)

SECTION B (60 marks)

Answer ALL the questions in this section in the spaces provided after question 13.

11. (a) Explain **five** benefits that accrue to the business organization that uses communication effectively. (10 marks)
- (b) Summarize **five** basic conflicts raised by conflict theory in social change. (10 marks)
12. (a) Describe **five** support systems in the community that could be used to prevent the occurrence of child abuse. (10 marks)
- (b) With the use of examples, explain **five** reasons why it is important to evaluate a development programme. (10 marks)
13. (a) Outline **five** basic rules to be followed in the construction of data analysis tables. (10 marks)
- (b) Explain **five** factors taken into account when writing minutes in a meeting of staff in an organization. (10 marks)