

1410/205

**SOCIOLOGY, RESEARCH METHODS AND  
COMMUNICATION SKILLS**

**Oct./Nov. 2022**

**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.  
Maximum marks for each part of a question are as indicated.  
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. Differentiate between 'positive socialization' and 'negative socialization'. (4 marks)
2. State **four** features of a good research objective. (4 marks)
3. Outline **four** disadvantages of grapevine communication in an organization. (4 marks)
4. State **four** characteristics of a society. (4 marks)
5. Distinguish between 'probability sampling methods' and 'non-probability sampling methods'. (4 marks)
6. Explain **four** skills that may be used for effective verbal communication. (4 marks)
7. State **four** rules to be followed when constructing a questionnaire for data collection. (4 marks)
8. Outline **four** causes of crime in a society. ✓ (4 marks)
9. Differentiate between 'continuous data' and 'discrete data' as used in research. (4 marks)
10. Distinguish between 'vertical communications' and 'horizontal communication' in an organization. ✓ (4 marks)

**SECTION B (60 marks)**

*Answer ALL the questions in this section.*

11. (a) Explain **five** elements of culture. (10 marks)
- (b) Describe **five** characteristics of a good hypothesis. (5 marks)
12. (a) Outline **five** advantages of using personal interviews for data collection: ✓ (5 marks)
- (b) Explain each of the following types of socialization:
  - (i) primary socialization; (2 marks)
  - (ii) secondary socialization; (2 marks)
  - (iii) development socialization; (2 marks)
  - (iv) anticipatory socialization; (2 marks)
  - (v) re-socialization. (2 marks)

13. (a) With the aid of a diagram, explain the process of communication. <sup>7</sup> (7 marks)
- (b) Describe four positive functions of peer groups in the socialization process. <sup>+</sup> (8 marks)
14. (a) Explain four advantages of using written communication in an organization. <sup>8 15</sup> (8 marks) <sub>5</sub>
- (b) The following data relates to reported Gender-based Violence (GBV) cases in three towns; Town A, B and C for a period of three months in the year 2021.

Month	Number of GBV cases			Total
	Town A	Town B	Town C	
January	20	40	20	80
February	20	30	40	90
March	30	20	60	110

Prepare a component bar chart to represent the information above. (7 marks)

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