WI-2-60-1-6

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS 2025/2026

EXAMINATION FOR THE DEGREE OF DOCTOR OF PHILOSOPHY IN PUBLIC HEALTH

PPH 4100: ADVANCED QUALITATIVE RESEARCH METHODS

DATE: AUGUST, 2026 **TIME: 3 HOURS**

INSTRUCTION: ANSWER ANY **FOUR** QUESTIONS

1. a) Explain the justification for the need to embrace qualitative research in understanding both international and local public health concerns in any developing country **10 marks)**

   b) Feelings, beliefs and experiences of the population have not been well captured in national programs to address gaps in public health programs. Discuss the statement **(15 marks)**

2. a) Give a critical view on the prerequisites of conducting qualitative research **(10 marks)**

   b) Identify and explain the main issues that make qualitative research intensive and rigorous **(15 marks)**

3. a) Demonstrate the relevance of using the following approaches in qualitative research;

   i. Photovoice **(5 marks)**

   ii. Ethnography **(5 marks)**

   b) Using relevant examples, describe the main indicators that qualitative researchers use to ensure quality data in qualitative research **(15 marks)**

4. a) Explain the steps in writing a qualitative research concept **(10 marks)**

   b) Describe the main measures that qualitative researchers put in place to address challenges associated with collecting data amongst key informants **(15 marks)**

5. a) Discuss ethical issues in conducting focus group discussions amongst lactating mothers in a rural health setting **(15 marks)**

   b) Using any two approaches, give a detailed sampling procedure in qualitative research **(10 marks)**

6. a) Describe approaches of analyzing qualitative data and presenting its findings **(10 marks)**

   b) Explain the main methods of presenting qualitative research findings **(15 marks)**