ASSIGNMENT:

1. Why is choosing the right question important in Monitoring and Evaluation?

Evaluation questions are generally useful to:

* Focus and provide structure to an evaluation;
* Guide the evaluation planning process, including data gathering and the methods to be used to obtain the information that is important to the programme implementers, the beneficiaries, donors and other stakeholders; and
* Inform how the results will be incorporated back into planning and implementation to improve the program.

Three broad categories of key evaluation questions to assess whether the program is appropriate, effective and efficient are often used.

Organizing key evaluation questions under these categories, allows an assessment of the degree to which a particular program in particular circumstances is appropriate, effective and efficient.

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| **Appropriateness** | To what extent does the program address an identified need? How well does the program align with government and agency priorities?  Does the program represent a legitimate role for government? |
| **Effectiveness** | To what extent is the program achieving the intended outcomes, in the short, medium and long term? To what extent is the program producing worthwhile results (outputs, outcomes) and/or meeting each of its objectives? |
| **Efficiency** | Do the outcomes of the program represent value for money? To what extent is the relationship between inputs and outputs timely, cost-effective and to expected standards? |

2. Using Archival data has its own bottlenecks. Name five and explain how to overcome them.

The primary disadvantage is that the previous research may be unreliable, or not collected to the researcher’s standard; the researcher has no control over how the data was collected when using archived information.

The data may prove to be incomplete or possibly fail to address certain key issues. The data may also not include information about the variables of interest.

In addition, the data may not be in a format that is easy to use to answer the research question.  Archival data may not directly respond to the research question, so the data may have to be re-coded to answer a new question.

Also, the data may not, at times, offer the richness of other forms of data collection, such as interviews.

The researchers only have the preexisting data to work with and have no control of how they get it and they cannot categorize due to broadness

3. Why is research important component in monitoring and evaluation? Give and explain four.

New product design and development is more often than not a crucial factor in the survival of a company. In a competitive environment that is fast changing, firms must continually revise their design and range of products. This is necessary due to continuous technology change and development as well as other competitors and the changing preference of customers. A system driven by marketing is one that puts the customer needs first, and only produces goods that are known to sell. Market research is carried out, which establishes what is needed. If the development is technology driven then it is a matter of selling what it is possible to make. The product range is developed so that production processes are as efficient as possible and the products are technically superior, hence possessing a natural advantage in the market place.