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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR SECOND YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DIPLOMA OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 13/10/2021

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a) Explain the following as used in research
- i) Descriptive research design (2mks)
 - ii) Sampling unit (2mks)
 - iii) Exploratory research design (2mks)
 - iv) Problem statement (2mks)
 - v) Sampling bias (2mks)
- b) State the meaning and purpose of research 10mks
- c) Differentiate between Descriptive statistics and inferential statistics as used in data analysis 5mks
- d) Explain five steps in carrying out literature review 5mks

QUESTION TWO (20 MARKS)

- a) There is an outbreak of covid 19 in your county. The county secretary for health has approached you as an expert for the way to go on research on the matter. Describe the steps in which you'll lead him on the research process. (12MKS)
- b) Briefly describe the different classification of research (8MKS)

QUESTION THREE (20 MARKS)

- a) Define sampling and state its advantages (5mks)
- b) Differentiate between sampling and census by giving adequate and relevant examples (10mks)
- c) State the usual sources of a research problem (5mks)

QUESTION FOUR (20 MARKS)

- a) One of the main components of a good research is conducting a literature review, explain the importance and purpose of literature review (12mks)

b) A researcher wants to create a conceptual framework for his study, he has hired you as an expert in the field, clearly outline the steps that you will follow (8mks)

QUESTION FIVE (20 MARKS)

a) State and explain the main components of a research proposal (8mks)

b) Differentiate between the following terms

i) Structured and unstructured questionnaires (3mks)

ii) Primary and secondary data (3mks)

c) State and explain the rules considered in construction of questionnaires as a tool of data collection (6mks)