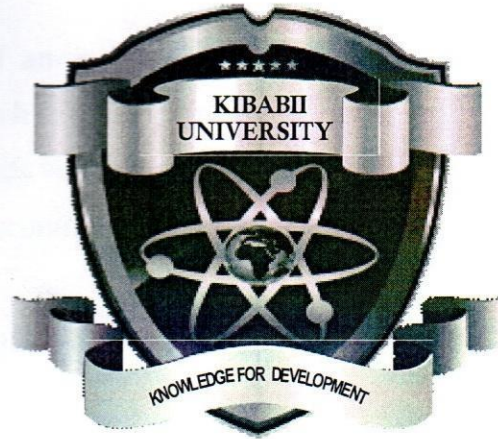


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATION

2020/2021 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

FOR THE DIPLOMA IN BUSINESS ADMINISTRATION

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 16/07/2021

TIME: 9.00AM-11.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE:

- a) State any five source of knowledge in research. (5 marks)
- b) Explain the following terms as used in research. (7 marks)
- (i) Population:
 - (ii) Sample
 - (iii) Sampling
 - (iv) Variable
 - (v) Parameter
 - (vi) Descriptive statistics
 - (vii) Inferential statistics
- c) Outline the major steps in research. (7 marks)
- d) State any six sources of research problems. (6 marks)
- e) List 5 ethical guidelines when conducting a research. (5 marks)
- f) Differentiate Cross-sectional research from Time-series research. (4 marks)
- g) Differentiate between Qualitative and Quantitative data analysis. (4 marks)
- h) State the objectivity and subjectivity involved in any research. (2 marks)

QUESTION TWO

- a) *Explain the 4 different types of research, giving an example of each.* (10 marks)
- b) Explain the contents of research report. (10 marks)

QUESTION THREE

- a) Discuss 4 roles of theory in research. (8 marks)
- b) KIBKO Textile Company has 500 employees. A study is commissioned to conduct their satisfaction levels. A hypothesis framed that there are influencing factors namely salary and environmental factors.
- i) What are the variables to be studied? (2 marks)
 - ii) Explain your choice of sampling technique. (4 marks)
 - iii) What data collection tools would be appropriate to use? (2 marks)

iv) Explain in detail what type of analysis is suitable to conduct this study. **(4 marks)**.

QUESTION FOUR

a) What is validity of an instrument? How is it different from reliability? How is it applicable in research? Explain with examples. **(7 marks)**

b) i) How do you identify variables in research? **(2 marks)**

ii) Give a detailed account of measurement, scaling and construction of an instrument. **(6marks)**

iii) Highlight the context in which they are suitably used. **(5 marks)**

QUESTION FIVE

Explain in detail the difference between Probability and Non-probability Sampling methods. Cite examples. **(20 marks)**.