

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 01/02/2021

TIME: 8.00 – 10.00AM

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

- a) Define the term 'Research' giving four objectives of studying research [6 Marks]
- b) What makes people to undertake research? [5 Marks]
- c) Explain FOUR the qualities of a good research proposal [8 Marks]
- d) Give FOUR sources of research topics [4 Marks]
- e) Explain FOUR characteristics of a qualitative research design [4 Marks]
- f) Formulate any THREE research questions [3 Marks]

QUESTION TWO

- a) A small well selected sample may be superior to a larger but badly selected sample. Explain the factors that should be considered when determining a sample size [10 Marks]
- b) Why do researchers use graphical representations in presenting data? [10 Marks]

QUESTION THREE

- a) Explain the factors that one would consider when collecting data [10 Marks]
- b) Examine the purpose of literature review in a research study [10 Marks]

QUESTION FOUR

- a) Explain what is meant by preliminary pages and describe the contents of preliminary pages [12 Marks]
- b) Discuss some of the problems that a researcher is likely to encounter in a field study [8 Marks]

QUESTION FIVE

- a) Evaluate the qualities of effective research objectives [8 Marks]
- b) Explain the following sampling techniques
 - i. Snow-ball [4 Marks]
 - ii. Simple random [4 Marks]
 - iii. Purposive sampling [4 Marks]