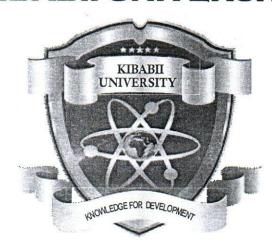


KIBABII UNIVERSITY



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

OUESTION	ONIE
OUESTION	UNE

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 s	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 Marls]
	ii. Simple random	[4 Marls]
	iii Purnosive sampling	[4 Marls]