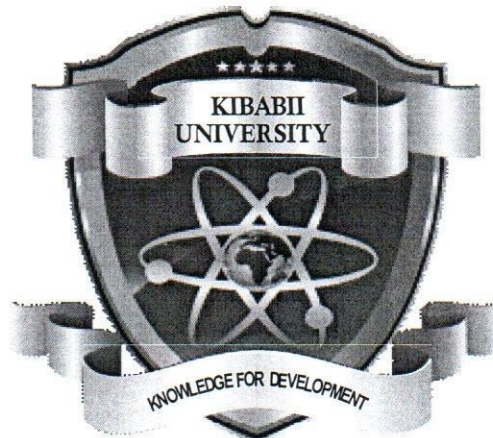


# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER  
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DIPLOMA OF BUSINESS MANAGEMENT  
COURSE CODE: DIB 107  
COURSE TITLE: RESEARCH METHODS**

**DATE: 08/02/2021**

**TIME: 2.00PM-4.00PM**

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### 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]