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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021 / 2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
MAIN EXAMINATION**

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 09/05/2022

NAME: _____

QUESTION ONE

- a) Write short notes on the following as used in research (2 marks)
- i) Descriptive research design (2 marks)
 - ii) Concept Note (2 marks)
 - iii) Exploratory research design (2 marks)
 - iv) Problem statement (2 marks)
 - v) Sampling bias (2 marks)
- b) A good research topic should meet and satisfy certain criteria for it to be acceptable, support this statement with adequate literature. (6 marks)
- c) Differentiate between Descriptive statistics and inferential statistics as used in data analysis (5 marks)
- d) Explain five steps in carrying out literature review (5 marks)
- e) Explain the difference between quantitative and qualitative research (4 marks)

QUESTION TWO

- 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 research on the matter. Describe the steps in which you'll lead him on the research process. (12 marks)
- b) Briefly describe the different classification of research (8 marks)

QUESTION THREE

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

QUESTION FOUR

- a) One of the main components of a good research is conducting a literature review, explain the importance and purpose of literature review (8 marks)

- 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 variables that must be included in your work (8 marks)
- c) Differentiate between a conceptual framework and a theoretical framework (4 marks)

QUESTION FIVE

- a) State and explain the main components of a research proposal (8 marks)
- b) Differentiate between the following terms
- i) Structured and unstructured questionnaires (3 marks)
 - ii) Primary and secondary data (3 marks)
- c) State and explain the rules considered in construction of questionnaires as a tool of data collection (6 marks)