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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARY EXAMINATION

2020/2021 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 20/01/2022

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

SECTION A; 30MKS ANSWER ALL QUESTIONS;

1. (a) Differentiate between qualitative and quantitative researches and state situations where each is appropriate.(10mks)
- (b). State any six sections of research methodology you know. (6mks).
- ©. Describe ways in which questionnaires can be administered (3mks)
- (d). Explain any four disadvantages of using interviews as a research instrument (4mks)
- (e). Describe the information contained in a transmittal letter (7mks).

SECTION B; 40MKS ANSWER ANY TWO QUESTIONS;

2. (a). Explain the various steps involved in stratified random sampling (10mks).
- (b). Discuss the steps in carrying out literature review (10mks)
- 3(a). Discuss types of observational research as a type of research. (10mks).
- (b). Discuss any five ethical issues to consider while conducting research (10mks)
4. (a). Explain any five purposes of hypotheses in research. (10mks)
- (b). Define and discuss on the types of variables as used in research.(10mks)
- 5.(a).Differentiate between a conceptual framework and theoretical framework clearly stating the features of each.(10mks).
- (b). State and explain any two research design you know. Also clearly state where and when each is applicable. (10mks)