

30

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021 / 2022 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER
SPECIAL / SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBM 326

COURSE TITLE: RESEARCH METHODS

DATE: 21 / 11 / 2022

TIME: 11.00AM – 1.00PM

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 (30 MARKS)

- a) Identify and illustrate key features of a good research topic/problem (10Mks)
- b) Using examples, explain how different research designs determine different sampling methods (10Mks)
- c) Citing examples, explain the role of research in national development (10Mks)

QUESTION TWO (20 MARKS)

- a) Using relevant examples explain the key areas of distinction between different types of research paradigms (12mks)
- b) Identify and illustrate key features of a good research topic/problem (8mks)

QUESTION THREE (20 MARKS)

- a) Discuss the importance of introduction and background to the study in research and how they differ from literature review (10mks)
- b) Discuss the various methods of data collection, giving the justification of using any of the methods (10mks)

QUESTION FOUR (20 MARKS)

- a) Describe the research process and explain the preliminary data collection methods. Use illustrations. (12mks)
- b) State and explain five sources of research ideas to a prospective researcher (8mks)

QUESTION FIVE (20 MARKS)

a) Write brief notes on the following research issues

(i) Purposive sampling

(ii) Convenience Sampling

(iii) Snowball Sampling

(iv) Quota Sampling

(v) Systematic Sampling.

(10mks)

b) The problem definition stage is perhaps more critical in the research process than in the problem solution stage. Discuss this statement (10mks)