

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

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

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

**COURSE TITLE: RESEARCH METHODS**

**DATE: 02/08/2023**

**TIME: 11.00AM – 01.00PM**

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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) You are given the title: Effect of competitive Strategies on Growth of private hospitals in Bungoma County, Kenya
- i. Identify the independent and dependent variables (2 mks)
  - ii. Formulate objectives for this study (4 mks)
  - iii. State why objectives like the ones you have above are important in research (4 mks)
  - iv. Which research questions will you put forward for this study? (4 mks)
  - v. Which research instruments would you use for this study and why? (6 mks)
- b) Explain five ethical issues to consider while conducting a research (10 mks)

### QUESTION TWO

- a) Define research and explain some of the fundamental features of research (10 mks)
- b) Differentiate between:
- i. Open ended and closed questionnaire (4 mks)
  - ii. Qualitative and quantitative research (4 mks)
- c) Define sampling (2 mks)

### QUESTION THREE

- a) Questionnaires are better than interviews. Discuss (10 mks)
- b) Differentiate between a conceptual framework and theoretical framework (4 mks)
- c) State the characteristics of effective respondents in research (6 mks)

### QUESTION FOUR

State and explain any four probability sampling methods you know. Also show when and where each is applicable (20 mks)

### QUESTION FIVE

- a) Research is said to be systematic. Why? (10 mks)
- b) Explain various methods of data presentation (10 mks)