



KIBABII UNIVERSITY COLLEGE

(A Constituent College of Masinde Muliro University of Science Technology)

P.O. Box 1699-50200 Bungoma, Kenya

Tel. 020-2028660/0708-085934/0734-831729

E-mail: enquiries@kibabiiuniversity.ac.ke

UNIVERSITY EXAMINATIONS

2012 /2013 ACADEMIC YEAR

**FOR THE DIPLOMA OF
BUSINESS MANAGEMENT**

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 21st August

TIME: 9.00am – 12 noon

Instructions to Candidates

- Answer question one (compulsory) and any other Two questions
- Question one attracts 30 marks
- Time allowed is two hours
- All other questions attract equal marks (20 marks)

QUESTION 1

- a) i) Explain what research entails (4 marks)
ii) What is the significance of research methodology? (5 marks)
- b) State and explain two steps involved in the formulation of the research problem (4 marks)
- c) i) Enumerate five qualities of a good research (5 marks)
ii) What are five important characteristics of research? (5 marks)
- d) i) What is available? (1 mark)
ii) Differentiate the following concepts relating to research design: Independent, dependent and moderating variables (6 marks)

QUESTION 2

Kibabii University College is an educational institution based in Bungoma County, Kenya. It has a workforce of 300 employees distributed in the various departments. In the last few years of its establishment, it has experienced an acute labour turnover, a trend that has worried the management. You have been contracted by the University to conduct a research to establish the causes of this problem. Using this hypothetical information, answer the following questions:

- a) Formulate the research topic (12 marks)
- b) Identify one independent and two dependent variables for this study (3 marks)
- c) State any four specific objectives that would guide the study (4 marks)
- d) Enumerate the four research questions that will be used in the study (4 marks)
- e) Formulate any four research hypotheses that will guide the study (4 marks)
- f) Which instruments of data collection will you use during the conduction of research? (3 marks)

QUESTION 3

- a) List and explain four attributes of a good questionnaire (8 marks)
- b) i) Define a research process? (2 marks)
ii) Briefly highlight any 10 steps involved in a research process (10 marks)

QUESTION 4

- a) i) Briefly describe what a research design is (3 marks)
ii) Describe any three types of research designs (9 marks)
- b) of what value is the research design in research methodology (8 marks)

QUESTION 5

Write brief notes on any five of the following concepts (20 marks)

- a) a research hypothesis
- b) Type I and type II errors

- c) Action research
- d) Multistage sampling
- e) Reliability
- f) Library research
- g) Two sources information in literature