

KIBABII UNIVERSITY COLLEGE

MAIN EXAM

DIB 107: RESEARCH METHODS

SECTION A

1. (a) Define the following terms
 - (i) Research (2mks)
 - (ii) Literature review (2mks)
- (b) Write short notes on;
 - (i) Statement of Research Problem (2mks)
 - (ii) Research Instruments (2mks)
- (a) Outline FOUR (4) main characteristics of one Research as Science (4mks)
- (b) Explain any THREE (3) basis of undertaking literature review. (3mks)
2. (a) In what FIVE (5) ways is Research useful to you as a business student? (5mks)
- (b) Distinguish between purposive and probability sampling using appropriate examples (5mks)

SECTION B

3. (a) Justify the inclusion of the following elements in the Research methodology section of a study.
 - (i) Research design (3mks)
 - (ii) Target population (3mks)
 - (iii) Data analysis and presentation (4mks)
- (b) Explain FIVE (5mks) characteristics of a good questionnaire (5mks)
4. (a) In a research proposal literature review plays a crucial role. Explain. (10mks)
- (b) Differentiate between qualitative and quantitative Research. (5mks)
5. (a) In a research proposal chapter one is key since it is recognized as the backbone of any study. This chapter contains background of the study, statement of research problem and significance of the study. Discuss each of the three elements stated. (12mks)
- (b) State THREE (3) advantages of using interviews as a research instrument. (3mks)

6. (a) Discuss FOUR (4) key stages a researcher has to follow during the process of doing research. (4mks)
- (b) Briefly explain FIVE (5) factors that a researcher has to take into consideration in selecting a research problem. (5mks)
- (a) State THREE (3) advantages and THREE (3) disadvantages of using observational research. (6mks)