



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR**  
**DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

**DCU 1008- RESEARCH METHODOLOGY**

Date: 13<sup>th</sup> August, 2018  
Time: 11.00am –1.00pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Briefly explain the meaning of the term research. (2 Marks)
- b) List any THREE methods that researchers may use to collect data. (3 Marks)
- c) Explain the difference between dependent and independent variables. (4 Marks)
- d) The terms research and science may be used interchangeably. Explain. (4 Marks)
- e) State FIVE reasons for studying research methods. (5 Marks)
- f) Describe any six ethical considerations that a researcher should observe while carrying out research. (6 Marks)
- g) Scientific research equips managers with awareness of environmental variables. Explain why managers require competence in carrying out scientific research. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss using relevant illustrations the importance of technology in information gathering and dissemination. (10 Marks)
- b) Briefly discuss the characteristics of a good hypothesis. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the purpose of a work plan and budget in a research proposal. (4 Marks)
- b) Discuss the qualities of a good research report. (6 Marks)
- c) Outline the main components of a research proposal in business management. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe precisely the steps that should be followed in reporting bibliography. (4 Marks)
- b) Explain the purpose of literature review in research. (6 Marks)
- c) List and explain any five sources of information. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Write brief notes on the following; (8 Marks)
- i) Sample
  - ii) Population
  - iii) Stratified sampling
  - iv) Simple random sampling
- b) Differentiate between qualitative and quantitative research studies. (8 Marks)
- c) Explain briefly the difference between primary and secondary data (4 Marks)