KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FISRT YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA LEVEL

UNIT CODE: DCU 1008
GROUP: ALL GROUPS
UNIT TITLE: RESEARCH METHODOLOGY (COMMON PAPER)
INSTRUCTIONS TO THE CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE   **(30 MARKS)**
CASE STUDY: TENDERCARE

Tendercare is a pharmaceutical company that was established in Kenya in 1990 to provide medical solutions such as remote monitoring and telemedicine solutions, clinical education and training, patient education and support programs and value-based care solutions. Due to increased competition and inability of the company to adjust in the changing business environment, the company has been recording meagre profits due to low volume of sales. The company has been hiring new workers since 2015 but little has been achieved. In survey conducted in 2022 by one of the Research firms in Kenya, it was established that Tendercare can maximize profits if they establish a Research Department within the Organization. As a newly recruited Research Assistant to Tendercare in 2024, you have been tasked by the management to carry out another survey to identify the really problem in the pharmaceutical sector.

Required:

a) As a professional researcher, elaborate the scientific research process to Tendercare Management Board   **(6 Marks)**

b) Explain the various methods you can use to collect primary data from the field to Tendercare Management Board   **(6 Mark)**

c) Describe limitations of scientific investigations to Tendercare Management Board   **(6 Marks)**

d) Discuss advantages of literature review to Tendercare Management Board **(6 Marks)**

e) Suggest qualities of good researchers to Tendercare Management Board **(6 Marks)**

QUESTION FOUR   (20 MARKS)

a) Highlight benefits of research to modern organizations **(4 Marks)**

b) Probability sampling is techniques in which the researcher selects respondents from a population without discrimination. Describe the various types of probability sampling techniques **(8 Marks)**

c) A research proposal or a research project should comprise specific sections or components. Outline these sections or components **(8 Marks)**

QUESTION TWO   (20 MARKS)

a) A research topic is a subject or issue that a researcher is interested in when conducting research. Outline qualities of good research topics **(4 Marks)**

b) A research design is the overall plan of collecting, analyzing and interpreting data. Describe the various research designs researchers use in scientific enquiries **(8 Marks)**

c) A research instrument is regarded as a tool developed by a researcher to collect data from the intended respondents. Explain features of effective questionnaires **(8 Marks)**

QUESTION THREE   (20 MARKS)

a) Explain the difference between a research proposal and a research project **(4 Marks)**

b) Researchers can find information about a research problem from various sources. Describe the sources of research problems to a team of researchers **(8 Marks)**

c) Elaborate the various types of research to a team of researchers **(8 Marks)**

QUESTION FIVE   (20 MARKS)

a) Explain the difference between alternative hypothesis and null hypothesis **(4 Marks)**

b) Researchers are advised to use secondary data cautiously. Explain disadvantages of secondary data in scientific enquiries **(8 Marks)**

c) Discuss ethical aspects researchers need to observe before and after conducting research

(8 Marks)

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a) Formulation of the research problem/ Formulation of Research Objectives/Questions/Hypothesis/ Research Design/ Data Collection Method/ Data Analysis and Presentation
b) Questionnaires/interview/observation/experiment
c) Systematic/reference/anonymity/cost/accuracy/cosistency
d) Methods/gaps/data analysis methods/new theories/understanding
e) Curiosity/communication/analytical/detailed/interrogative/informed

QUESTION TWO   (20 MARKS)

a) Knowledge/latest updates/credibility/scope/standards of living/technology/goods
b) Random/systematic/stratified/
c) Preliminary pages/background/problem statement/objectives/questions/literature review/theoretical review/research design/population/sampling data collection/data analysis/references/recommendations/conclusion

QUESTION THREE   (20 MARKS)

a) Easier to understand/brief/informative/current/interesting/feasible/novel/ethical
b) Cross-sectional/mixed/exploratory/descriptive/census/case study/longitudinal cohort
c) Valid/reliable/clear/succinct and interesting

QUESTION FOUR   (20 MARKS)

a) Explains what will be done vs reports what was established
b) Media/theory/experts/previous studies/internet/personal experience
c) Applied/basic/qualitative/quantitative/descriptive /analytical/conceptual/empirical

QUESTION FIVE   (20 MARKS)

a) Accepts vs rejects
b) Outdated/biased/quality issues/ownership issues/customization/control issues
c) Consent/deception/plagiarism/copyrights/approval/language

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