KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
DIPLOMA IN BUSINESS ADMINISTRATION
DCU 1008: **RESEARCH METHODOLOGY**

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONONE (COMPULSORY) AND ANYOTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)
    a. Define the following term: (6 Marks)
        i.   Research
        ii.   Population
        iii. Sample

    b. Discuss the significance of literature review in research.   (6 Marks)

    c. Outline three consideration a researcher must consider before using secondary data sources. (6 Marks)

    d. Examine three merits and three limitations of observation method of data collection.
                                                (6 Marks)

    e. Discuss the importance of research in business organizations.   (8 Marks)

QUESTION TWO 20 MARKS

    a. Discuss four main characteristics of a good research.   (8 Marks)

    b. Discuss the four probability sampling techniques.   (8 Marks)

    c. Define the term sampling and hence it's significant in the research.   (4 Marks)

QUESTION THREE (20 MARKS)
    a. Distinguish the following terms as applied in research.

        i.   Hypothesis and Theory   (4 Marks)
        ii.   Descriptive and inferential statistics.   (4 Marks)

    b. Outline the purpose of a hypothesis in the research process.   (4 Marks)

    c. Briefly describe the main ethical issues in a research.   (8 Marks)

QUESTION FOUR (20 MARKS)
    a. Define the term referencing and state the reasons for it.   (4 Marks)

    b. Discuss the three advantages and three disadvantages of questionnaires as a data collection method. (6 Marks)

    c. Briefly discuss different classifications of research.(10 Marks)

QUESTION FIVE (20 MARKS)

a. Discuss the main differences between qualitative and quantitative research. (8 Marks)

b. Describe in brief the layout of a research proposal covering all relevant points.

(12 Marks)

END