



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 WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION**

DBA 007 - RESEARCH METHODOLOGY

Date: 10th August, 2016.
Time: 3.30pm – 5.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Clearly distinguish between the following concepts as used in research
- i) Purposive sampling and stratified sampling. (3 Marks)
 - ii) Descriptive research and analytical research. (3 Marks)
 - iii) Research question and research hypothesis. (3 Marks)
 - iv) Questionnaire and interview schedule. (3 Marks)
- b) Explain the factors one needs to consider when selecting a research problem. (8 Marks)
- c) What are the benefits of empirical literature review to a researcher? (10 Marks)

QUESTION TWO (20 MARKS)

- a) Explain the aspects of empirical literature which are useful in guiding the research process. (6 Marks)
- b) Define the following terms as used in research;
- i) Population (2 Marks)
 - ii) Data (2 Marks)
 - iii) Variable (2 Marks)
- c) Using your knowledge of computers, explain what you see as the role of computers in social science research. Use appropriate examples. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Describe the various methods of data collection. (10 Marks)
- b) Compare and contrast questionnaires and interviews as instruments of collecting primary data. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Why is it necessary to undertake a literature review in research? (4 Marks)
- b) Briefly explain FOUR factors to consider in developing a sampling design. (6 Marks)
- c) What is the difference between quantitative and qualitative research methods? (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the elements of cross-sectional research design. (10 Marks)
- b) Maryann was asked to collect data from 145 consumers of red jam. Which suitable data collection tool could you recommend her to use and why do you consider that tool appropriate in her study? (10 Marks)