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

**DBA 007 - RESEARCH METHODOLOGY**

Date:  
Time: 9.00am –

**INSTRUCTIONS TO CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

- a) Explain the main contents of a research. (10 Marks)
- b) Explain why research is necessary today and beyond. (4 Marks)
- c) Explain the requirement of research writing. (6 Marks)
- d) Explain qualitative and quantitative analysis. (10 Marks)

**QUESTION TWO (20 MARKS)**

- a) Research writing should be broad, explain factors that lead to this. (7 Marks)
- b) What would you consider before taking a research problem? (6 Marks)
- c) Jane presented her questionnaires to the respondents, but she realized that some questions were not answered explain what might have led to this. (7 Marks)

**QUESTION THREE (20 MARKS)**

- a) Explain why one should work with literature review in research writing. (7Marks)
- b) Give examples of showing shapes of frequency distribution. (6Marks)
- c) Library and people are essential component of research explain. (7Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the research work instruments. (6 Marks)
- b) Explain some common problems encountered in research field. (7Marks)
- c) Explain the ethical issues in research work. (7Marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain why you would prefer questionnaires for data collecting to interviews. (7 Marks)
- b) Explain what you understand by referencing. (6 Marks)
- c) Explain the content of the letter of transmittal. (7 Marks)