



MURANG'A UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS MANAGEMENT

UNIT CODE: DIB 1121

ACADEMIC YEAR:

UNIT TITLE: RESEARCH METHODS

DATE: 21ST APRIL 2015

TIME: 2 HOUR

INSTRUCTIONS TO CANDIDATES ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (COMPULSORY)

- a) Define the following terms:
- I. Research. [2 marks]
 - II. Target population [4 marks]
 - III. Research problem. [4 marks]
- b) Give the characteristics of scientific research. [5 marks]
- c) Highlight the purposes of carrying out scientific research. [5 marks]
- d) Differentiate basic research from applied research. [10 marks]

QUESTION TWO

- a) Explain the sources that researchers use in order to get research problems. [10 marks]
- b) Explain the importance of doing literature review before conducting a research. [10 marks]

QUESTION THREE

Sampling in a research can involve either probability or non-probability sampling procedures.

- a) Discuss two probability sampling procedures.]10 marks]
- b) Explain why it is important to do sampling of research respondents or subjects.]10 marks]

QUESTION FOUR

Discuss the advantages and disadvantages of using questionnaires as a method of data collection.

[20 marks]

QUESTION FIVE

Discuss the stages in the process of writing a research project.

[20 marks]