



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 BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT
UNIT CODE: DIB 1121
UNIT TITLE: RESEARCH METHODS
TIME: 2 HOURS
DATE: 4TH AUGUST 2015
ACADEMIC YEAR: 2014/2015

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (compulsory)

- a) Define the following terms as used in research methods.
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|-----------------------|---------|
| I. Sample | 3 marks |
| II. Hypothesis | 3 marks |
| III. Research problem | 4 marks |
- b) Differentiate between descriptive research and analytic research. (10 marks)
- c) What are the advantages and disadvantages of sampling. (10 marks)

QUESTION TWO (20 MARKS)

Discuss the importance of the following components of a research project.

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|-----------------------------|------------|
| I. Background to the study. | (10 marks) |
| II. Methodology. | (10 marks) |

QUESTION THREE (20 MARKS)

Discuss the main elements one should consider in academic writing

QUESTION FOUR (20 MARKS)

- a) Explain the importance of doing Literature review before conducting a research. (10 marks)

- b) As a researcher you have decided to use observation as a method of collecting data. Discuss the merits and demerits of this method.(10 marks)