



MURANGA UNIVERSITY COLLEGE
(A constituent college of Jomo Kenyatta University of Agriculture and Technology)
DEPARTMENT OF LIBERAL STUDIES
SPECIAL/ SUPPLEMENTARY EXAM FOR THE DIPLOMA IN BUSINESS
MANAGEMENT

UNIT CODE: DIB 1121

UNIT TITLE: RESEARCH METHODS

ACADEMIC YEAR 2014/2015

DATE: AUGUST 2015

TIME 2HRS

INSTRUCTIONS

Answer **Question One** and any other two questions

QUESTION ONE [30 MARKS]

- a. Define the following concepts
 - i. Research 2mks
 - ii. Sample 2mks
 - iii. Research problem 2mks
- b. Give the characteristics of Scientific Research 5mks
- c. Highlight the purpose of carrying our Scientific Research 5mks

Assume you were to conduct a research for your organization which is interested in identifying an activity which will benefit the communities in that area most

- i. State the possible title for this study 2mks
- ii. Three objectives for this study 6mks
- iii. Discuss three factors you will consider to determine the sample size 6mks

QUESTION TWO [20 MARKS]

Discuss the factors to consider in choosing a research topic. 20mks

QUESTION THREE [20 MARKS]

Discuss the importance of the following components of a research project

- i.) Data analysis 10mks
- ii.) Methodology 10mks

QUESTION THREE [20 MARKS]

Explain the stages that one should follow when writing a research paper. 20mks

QUESTION FIVE [20 MARKS]

As a researcher you have decided to use observation as a method of collecting data. Discuss the merits and demerits of this method. 20mks