

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF  
DIPLOMA IN BUSINESS MANAGEMENT, DIPLOMA IN PROCUREMENT AND  
LOGISTICS MANAGEMENT, DIPLOMA IN ACCOUNTING**

**DIBM 0251/DIAC 0241: RESEARCH METHODS**

**STREAMS: DIBM, DPLM, DIAC**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

**Answer Question One and any other Two**

**QUESTION ONE**

- (a) (i) Explain the meaning of the term research. [2 marks]
- (ii) Scientific methods are used in conducting research. Discuss any five characteristics of scientific research. [10 marks]
- (b) Discuss any five characteristics of scientific research. [10 marks]
- (c) A questionnaire is an important data collection instrument. Discuss any four guidelines in preparing a good questionnaire. [8 marks]

**QUESTION TWO**

- (a) Distinguish between validity and reliability as used in scientific research. [4 marks]
- (b) Explain four types of validity. [8 marks]
- (c) State and explain any four non-probability sampling methods. [8 marks]

**QUESTION THREE**

- (a) Explain the meaning of hypothesis and its importance in scientific research. [8 marks]

- (b) Explain the differences between the following concept in research.
- (i) Moderator variable and intervening variable [2 marks]
  - (ii) Independent variable and dependent variable [2 marks]
  - (iii) Case study and survey research. [2 marks]
- (c) State and explain any four sources of knowledge. [6 marks]

**QUESTION FOUR**

- (a) “Literature review is a critical aspect in scientific process”. Discuss [12 marks]
- (b) Measurement refers to the process of assigning numbers to characteristics of objects or events according to some rule. Discuss the four scales of measurement. [8 marks]
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