

CHUKA



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CHUKA & EMBU CAMPUSES

SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS
MANAGEMENT

DIBM 0251: RESEARCH METHODS

STREAMS: DIBM Y2S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 8/08/2019

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer Question ONE and any other Question
- Do not write anything on the Question paper

QUESTION ONE

- (a) What is meant by term 'research'? Explain the significance of research in modern times. [6 Marks]
- (b) Briefly describe the main steps involved in a research process. [6 Marks]
- (c) In research process, the first and foremost step happens to be that of selecting and properly defining research problem. A researcher must find the problem and formulate it so that it becomes susceptible to research. Like a medical doctor, a researcher must examine all the symptoms (presented to him or observed by him) concerning a problem before he can diagnose correctly. What is research problem? Briefly explain the critical aspects that should be considered if a research problem is said to exist. [6 Marks]
- (d) Briefly explain research design for a study and describe any two research designs that can be adopted by researchers. [6 Marks]
- (e) Explain the four levels of measurement of data. Give an example for each case. [6 Marks]

QUESTION TWO

- (a) Explain any four factors that a researcher should take into account when arriving at a sample size. [6 Marks]

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(b) Literature review is a critical aspect in scientific research process. Explain the importance of literature review in any scientific inquiry at the proposal development stage. [14 Marks]

QUESTION THREE

(a) Briefly explain the main types of literature included in the review of literature for a research project. [6 Marks]

(b) Identify and explain any three methods of data collection that can be adopted by a researcher. [6 Marks]

(c) Formulating and clarifying the research topic is the starting point of a research process. Once one is clear about this, you will be able to choose the most appropriate research strategy and data collection and analysis techniques. The formulating and clarifying process is time consuming. However, without spending time on this stage you are far less likely to achieve a successful project.

Required:

Briefly appraise four attributes of a good research topic. [8 Marks]

QUESTION FOUR

(a) Using illustrations, distinguish between dependent variable and independent variable. [6 Marks]

(b) Ethics in research process has assumed considerable significance. Discuss any seven key ethical issues in business research. [14 Marks]

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