

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN ACCOUNTING**

DIAC 0241: RESEARCH METHODS

STREAMS: DIAC Y2S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/12/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

Attempt Question One and any other Two Questions

Question One

- (a) What is meant by term 'research'? explain the significance of research in modern times. [6 marks]
- (b) Explain any four factors that a researcher should take into account when arriving at a sample size. [6 marks]
- (c) Briefly describe any six as hallmarks of scientific research. [6 marks]
- (d) Briefly explain research design for a study and describe any two research designs that can be adopted by a researcher. [6 marks]
- (e) Explain the four levels of measurement scale of data. Give an example for each case of measurement scale. [6 marks]

Question Two

- (a) 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]
- (b) Describe the major sources of measurement error in research process. [6 marks]

Question Three

- (a) Identify and describe any three methods of data collection that can be adopted by a researcher. [6 marks]
- (b) 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:

Using illustrations, briefly appraise the attributes of a good research topic. [14 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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