

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU, IGENBE AND THARAKA CAMPUSES

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0251: RESEARCH METHODS

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer QUESTION ONE and any other TWO questions.**

QUESTION ONE

- Explain the meaning of research and its significance in education and business. (8 marks)
- Distinguish between the terms validity and reliability as used in scientific research. (4 marks)
- Identify other ways of gaining knowledge and their weakness, and explain why research remains the best way of gaining scientific knowledge. (10 marks)
- Describe four types of research giving relevant examples. (8 marks)

QUESTION TWO

- Suggest a research topic in your area of specialization highlighting elements of a research topic. (8 marks)
- Explain the meaning of a research problem and state the components of a research problem. (8 marks)
- State the characteristics of a good research hypothesis. (4 marks)

QUESTION THREE

- (a) Discuss why literature review is important. (12 marks)
- (b) Distinguish between Independent and Dependent variables. (4 marks)
- (c) Explain the four scales of measurement. (4 marks)

QUESTION FOUR

- (a) Discuss why Probability sampling methods are more preferred as compared to Non-probability sampling methods. Explain four Non-Probability sampling methods. (12 marks)
 - (b) Discuss good features of a questionnaire as an Instrument of data collection. (4 marks)
 - (c) Why is it important for a researcher to ensure privacy in a research process? How can a researcher achieve this? (4 marks)
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