

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT.

DIBM 0251: RESEARCH METHODS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 24/07/2018

8.30 A.M - 10.30 A.M

INSTRUCTIONS:

- Answer QUESTION ONE and any other TWO Questions.

QUESTION ONE

- (a) Explain the meaning of research and its significance in education and business. [9 Marks]
- (b) Define the term hypothesis and state any four characteristics of a good research hypothesis. [5 Marks]
- (c) Explain any four ways of gaining knowledge. [8 Marks]
- (d) Describe any four types of research giving relevant examples. [8 Marks]

QUESTION TWO

- (a) Reviewing other people's work is a critical aspect in research. Explain any six importance of literature review. [12 Marks]
- (b) Explain the various levels of measurement that are applied in research. [8 Marks]

QUESTION THREE

- (a) Distinguish between validity and reliability as used in research. [4 Marks]
- (b) Explain the meaning of a research problem and state the various components of a research problem. [8 Marks]
- (c) Distinguish between the following terms;
(i) Independent variable and dependent variable. [4 Marks]

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(ii) Intervening variable and moderating variable.

[4 Marks]

QUESTION FOUR

(a) Explain any FOUR characteristics of a good questionnaire as a data collection instrument.

[8 Marks]

(b) (i) Discuss why probability sampling methods are more preferred as compared to non-probability sampling methods.

[6 Marks]

(ii) Explain any THREE non-probability sampling methods.

[6 Marks]

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