

CHUKA



UNIVERSITY

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CHUKA, THARAKA & EMBU

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN BUSINESS MANAGEMENT**

DIBM 0251/DIAC 0241: RESEARCH METHODS

STREAMS: DIBM

TIME: 2 HOURS

DAY/DATE: THURSDAY 09/08/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

Answer Question One and any other Two Questions

Question One

- (a) Explain the meaning of the term research [2 marks]
- (b) Literature review is a critical aspect in the scientific research process. Explain the importance of literature review in scientific research. [12 marks]
- (c) Discuss five features of scientific research. [10 marks]
- (d) State and explain any four sources of knowledge. [6 marks]

Question Two

- (a) Explain the differences between the following concepts in research:
 - (i) Independent and dependent variable [2 marks]
 - (ii) Intervening and moderating variable [2 marks]
 - (iii) Pure research and applied research [2 marks]
 - (iv) Cross-sectional and longitudinal research design [2 marks]

- (b) State and explain any three examples of probability sampling techniques. [6 marks]
- (c) Explain any three features of a good questionnaire as a data collection instrument. [6 marks]

Question Three

- (a) Distinguish between validity and reliability as used in scientific research. [4 marks]
- (b) Explain the four types of validity [8 marks]
- (c) Explain the meaning of hypothesis and its importance in scientific research. [8 marks]

Question four

- (a) Highlight any five characteristics of a good sampling design. [5 marks]
 - (b) Measurement refers to the process of assigning numbers to characteristics of objects or events according to some rule. Discuss the various scales of measurement. [8 marks]
 - (c) Ethics refers to a set of principles of right conduct. Highlight any seven principles involved in the cause of research. [7 marks]
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