

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

CHUKA/EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0251/DHRM 0241: RESEARCH METHODS

STREAMS: DIBM, DPLM, DHRM (Y2S1)

TIME: 2 HOURS

DAY/DATE: FRIDAY 08/08/2025

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question one and any other two questions
- Do not write on the question paper

QUESTION ONE

- A research problem is a difficulty experienced by the researcher either theoretically or practically for which he wants to obtain a solution. Discuss the conditions that must be met for a research problem to be existing. (5 marks)
- Define research and describe the hallmarks of scientific research (10 marks)
- Develop a research topic of your own and develop a conceptual framework showing the relationship among the variables. (6 marks)
- Explain the four measurement scales used in research giving relevant examples (9 marks)

QUESTION TWO

- Explain 5 ethical considerations to be considered in research. [10 marks]
- Discuss types of research giving examples of each. [10 marks]

QUESTION THREE

- Discuss five techniques of probability sampling (10 marks)

- (b) Explain five pros and cons of interviews as a method of data collection (10 marks)

QUESTION FOUR

- (a) Distinguish between validity and reliability giving types in each case. [6 marks]
- (b) Differentiate between cross sectional research design and longitudinal research design. [2 marks]
- (c) Explain characteristics of objectives. [5 marks]
- (d) Discuss the importance of undertaking literature review. (7 marks)
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