



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY (MMUST)**

**UNIVERSITY MAIN EXAMINATIONS
2021 / 2022 ACADEMIC YEAR
END OF 2ND SEMESTER MAIN EXAMINATIONS
FOR DIPLOMA
IN
BUSINESS ADMINISTRATION**

COURSE CODE: DBA 107

COURSE TITLE: RESEARCH METHODS

DATE: WEDNESDAY, 20TH APRIL 2022 TIME: 12:00 – 2:00PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

TIME: 2 HOURS

**MMUST OBSERVES ZERO TOLERANCE TO
EXAMINATION CHEATING**

QUESTION ONE (COMPULSORY 30 MARKS)

ABC firm manufactures a variety of office and home furniture. The Company has been in operation for more than five years of service provision to the government, private sectors and the small scale individual clients. The Company has faced a number of challenges amongst them; low sales, rejection of the products by the market, complaints of high prices by the customers and low quality of some of the products. The Company is projected to report high profit margins if well managed and quality standards observed by the management. Worried that it might collapse, the company has decided to employ a research manager who has invited you to facilitate a workshop.

Required:

- a (i) Briefly explain the meaning of the term research (3 marks)
- (ii) Outline the main purpose of research (3 marks).
- b) Explain how a combination of both descriptive and analytical research could be applicable in the ABC firm.(4 marks)
- c) State and explain the steps involved in a research process. (10 marks).
- d) Using the given text, identify four problems that require investigations in the ABC firm. (4 marks).
- e) List down three research instruments the research manager in the ABC firm could employ (3marks)
- f) Explain the importance of literature review to research manager in the ABC firm. (3 marks).

QUESTION TWO (20 MARKS)

- a) Distinguish between quantitative and qualitative research based on data collection.(4 marks).
- b) Formulate two research questions each that can lead to:
 - i) Quantitative data collection (2marks)
 - ii) Qualitative data collection (2marks)
- c) Name two broad classifications of data sources (2marks)
- d) Outline and briefly explain guiding steps in designing of a questionnaire. (10marks).

QUESTION THREE (20 MARKS)

You have been appointed as a research coordinator in a government institute in which various ministries, private sectors and individuals participate.

- a) Discuss the ethical issues that you could use to guide the public in their endeavors to conduct researches.(10 marks)
- b) Distinguish between reliability and validity of a research instruments. (6 marks)
- c) State four sources of research problems (4 marks)

QUESTION FOUR (20 MARKS)

a) The government of Kenya has got an alarm concerning rampant sickness in one the communities in the country. The ministry of health survey has reported that there is no piped water in the community. A research is supposed to be conducted to determine cause of the sickness.

Required:

- i) Identify two research problems from the context (2marks)
 - ii) Formulate two research objectives related to the context (4marks)
 - iii) Formulate appropriate null hypothesis and the alternative hypothesis related to the context.(4marks)
- b) Outline the format of writing a research report. (10 marks)

QUESTION FIVE (20 MARKS)

- a) State the steps involved in formulating research design (10marks)
- b) A foreign organization wants to conduct a research in your community. However, they need your assistance in writing literature review. Suggest the important steps to writing literature review (10marks).

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