



**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY MAIN EXAMS  
2021 /2022 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER EXAMINATIONS**

**FOR THE DIPLOMA**

**IN**

**INFORMATION TECHNOLOGY**

**COURSE CODE: DBT 068**

**COURSE TITLE: RESEARCH METHODS IN BUSINESS**

**DATE: Tuesday 19/04/2022      TIME: 3:00p.m-4:30p.m**

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**INSTRUCTIONS TO CANDIDATES**

**Answer Questions ONE and ANY OTHER TWO**

**TIME: 1 1/2 HOURS**

**MMUST observes ZERO tolerance to examination cheating**

**This Paper Consists of 2 Printed Pages. Please Turn Over. ▲**

**Question One (24 Marks)-Compulsory**

- (a) A Research Design is a broad plan that states objectives of research project and Provides the guidelines that is to be done. Highlight in brief five types of Research designs. [16 Marks]
- (b) Literature Review may consist of a summary of key sources in a research. Citing relevant examples illustrate the purposes of literature review. [8 Marks]

**Question Two (18 Marks)**

- (a) It is key to uphold Ethics in business research. Discuss this statement in relation to the importance of ethics during research. [10 Marks]
- (b) Citing relevant examples, discuss in details five ways in which quantitative data can be presented to management for decision making. [8 Marks]

**Question Three (18 Marks)**

- (b) Explain the significance of a Research Report and narrate the various steps Involved in writing a standard report. [18Marks]

**Question Four (18 Marks)**

- (a) Research problem is a statement of an area of concern. Using relevant examples highlight criteria to use when selection of a researchable problem. [10 Marks]
- (b) A good research meets the minimum set rules and conditions. Discuss five (5) qualities of a good scientific research. [8 Marks]

**Question Five (18 Marks)**

- (a) A standard research instrument will always give the correct results. Elaborate this statement. [9 Marks]
- (b) Differentiate between:-
- (i) Null Hypothesis and Alternative Hypothesis. [3 Marks]
  - (ii) Argumentative Review and Historical Review [3 Marks]
  - (iii) Data Analysis and Sampling designs [3 Marks]