



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

**UNIVERSITY MAIN EXAMINATIONS**

**2019/2020 ACADEMIC YEAR**

**END OF SEMESTER MAIN EXAMINATIONS**

**FOR  
DIPLOMA IN BUSINESS ADMINISTRATION**

**COURSE CODE: DIB 107**

**COURSE TITLE: RESEARCH METHODS**

**DATE: MONDAY, 20/1/2020**

**TIME: 3.00 – 5:00PM**

**INSTRUCTIONS TO CANDIDATES**

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

**TIME: 2 HOURS**

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

**DIB 107- Research Methods Main Examinations**

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**Instructions: Answer question 1 (compulsory) and any other TWO questions**

**Question 1 (Compulsory)**

- a) An educational researcher is interested in the relationship between students' participation in two after school programs and academic achievement. She states the following hypothesis in the description of her study:

H<sub>1</sub>. Children who participate in an after school program that emphasizes critical thinking skills will score higher on measures of academic achievement and self-esteem than students who participate in a program that emphasizes rote memorization.

**Required:**

- i) What are the variables in this study? What would be good names for the variables? **(4marks)**
  - ii) Identify the independent variable(s) and dependent variable(s). **(4marks)**
  - iii) Describe how each variable varies (i.e., whether the variable is categorical or continuous). Provide justification for why each variable varies the way you describe? **(6marks)**
- b) Describe the two major sources of statistical data **(4marks)**
- c) In what circumstances is an interview considered to be better than a questionnaire as a technique for collecting research data **(8marks)**
- d) Differentiate between a null hypothesis and the alternative hypothesis **(4marks)**
- (Total 30marks)**

**Question 2**

- a) Research scholars often argue that Critical literature review is the backbone of every quality research and that a study may not meet its desired ends if this fundamental task is not well addressed. Discuss this statement. **(12marks)**
- b) Describe the differences between qualitative and quantitative research methods in respect of:
- i) Data collection and
  - ii) Data analysis. **(8marks)**
- (Total 20marks)**

**Question 3**

- a) The research process consists of a series of actions necessary to effectively carry out research and the desired sequencing of steps. List the steps involved in the research process in a chronological manner **(10marks)**
- b) Briefly give a description of the first five steps in (a) above **(10marks)**
- (Total 20marks)**

**Question 4**

A questionnaire is considered one of the most important research instrument for collecting research data.

- a) Define what a questionnaire is. **(2marks)**
  - b) Explain the rules that should be adhered to when constructing a questionnaire **(6marks)**
  - c) Discuss any four sources of problems for investigation in research **(12marks)**
- (Total 20marks)**

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**Question 5**

- a) Reliability and validity are very important and should be given a lot of attention when planning Business research. Discuss **(12marks)**
- b) Identify and discuss ethical considerations a researcher needs to adopt when conducting research.

**(8marks)**

**(Total 20marks)**

