

DIB 107- RESEARCH METHODS



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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

MAIN EXAMINATIONS

**FOR DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: FRIDAY 9TH December 2016 TIME : 2PM-4PM

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 2 Printed Pages. Please Turn Over.

INSTRUCTIONS: Answer *Question one* (compulsory) and *any other two* Questions

QUESTION ONE

- a) Explain why individuals and organizations conduct business research. (6marks)
- b) List all the steps of a research process in a chronological manner. (10marks)
- c) What do we mean by reliability and validity in research? (6marks)
- d) Give the advantages of sampling over a census or complete enumeration (8marks)

QUESTION TWO

- a) What is a hypothesis? (2marks)
- b) Give the characteristics of a good hypothesis (10marks)
- c) Distinguish between a null hypothesis and an alternative hypothesis (4marks)
- d) A researcher wants to test the hypothesis that the population mean (μ) is equal to the hypothesized mean (μH_0) = 100. State the null and the alternative hypotheses for this research (4mark)

QUESTION THREE

- a) In research, what do we mean by Literature Review? (2marks)
- b) Discuss the purposes of conducting a literature review (14marks)
- c) Explain the two main sources of literature to review (4marks)

QUESTION FOUR

- a) What is a research instrument? (2marks)
- b) List down the rules to be followed when constructing a questionnaire (14marks)
- c) Apart from the use of questionnaires for data collection, give any other two ways in which a researcher can collect data (4marks)

QUESTION FIVE

- a) Briefly outline the important features of a good research design (6marks)
- b) What are the characteristics of a good research design: (8marks)
- c) What are the characteristics of a good sample design (6marks)

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