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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FISRT YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN BUSINESS ADMINISTRATION

UNIT CODE: DCU 1008

GROUP: DHR/DBA/DPS/DHT

UNIT TITLE: RESEARCH METHODOLOGY

EXAM TYPE: MAIN PAPER

LECTURER: DR. HENRY KEGORO

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INSTRUCTIONS TO THE CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE

(30 Marks)

CASE STUDY: GLOBAL LIMITED

In the contemporary business environment characterized by change of technology, competition as well as employee diversity, Global Limited is looking forward in hiring a research officer. The company has been experiencing several challenges in the market since 2018. Some of these challenges include; stiff competition, employee turnover, high costs of operation and reduced market share. To overcome these challenges, Global Limited has resolved to hire a competent research officer to help the company in conducting research. The research officer is expected to identify the research problem as well as outline the criteria of collecting, analyzing and interpreting data. Further, the researcher is expected to maintain information confidentiality as well as embrace ethical values for the benefits of the company stakeholders

Required:

With reference to the above case study;

- (a) Demonstrate the scientific research process which you can adopt to solve the problems experienced by Global Limited **(6 Marks)**
- a) Describe methods you can adopt to collect primary data from employees at Global Limited **(6 Marks)**
- b) Examine benefits of conducting literature review before carrying out the research **(6 Marks)**

- c) Explain ethical practices which you will embrace when carrying out the research (6 Marks)
- d) State and explain probability sampling techniques you will utilize when carrying out the research (6 Marks)

QUESTION TWO (20 Marks)

- a) Researchers can identify research problems from multiple sources. Explain five sources of research problems (10 Marks)
- b) A questionnaire is a tool of collecting primary data. Describe five qualities of effective questionnaires (10 Marks)

QUESTION THREE (20 Marks)

- a) Researchers are advised to use secondary data in cautiously. Explain five disadvantages of secondary data in research (10 Marks)
- b) Data can be evaluated using various methods. Describe five techniques of data measurement in research (10 Marks)

QUESTION FOUR (20 Marks)

- a) Research proposal is a document informing what a researcher is intending to investigate. Describe five components of a research proposal (10 Marks)
- b) Limitation in research are inevitable. Describe five limitations of scientific studies (10 Marks)

QUESTION FIVE (20 Marks)

Explain the meaning of the following terms as applicable in research:

- a) Research problem and research gaps (5 Marks)
- b) Research hypothesis and literature review (5 Marks)
- c) Elaborate five features of scientific research (10 Marks)
