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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**  
**DCU 1008: RESEARCH METHODOLOGY**

Date: 6<sup>TH</sup> DECEMBER, 2022  
Time: 2:30PM-4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

1. Define the following terms;
  - a) Research? (2 Marks)
  - b) Hypothesis (2 Marks)
  - c) Research problem (2 Marks)
  - d) Literature review (2 Marks)
  - e) Variable (2 Marks)
2. Briefly explain the importance of research design (4 Marks).
3. Describe the following data sources as used in research;
  - a) Primary data source (4 Marks)
  - b) Secondary data source (4 Marks)
  - c) Tertiary data source (4 Marks)
4. Distinguish between research design in exploratory research studies and descriptive studies. (4 Marks)

**QUESTION TWO (20 MARKS)**

a) Every organization sets a budget for conducting research and marketing before launching a new product.

- i) List and explain 5 stages of a research process (10 Marks).
- ii) List and explain any 5 functions of a research proposal (5 Marks)
- iii) List and describe any 5 factors that should guide a researcher when deciding on the data collection method for his study. (5 Marks)

**QUESTION THREE(20 MARKS)**

Mercy works for Safaricom Limited in the research department. Her work involves research as new products are being developed. She has been tasked with researching on a product that will serve senior level managers in companies.

- a) Discuss 5 important aspects that she should be put in place when stating the research problem. (10 Marks)
- b) Discuss 5 factors that a researcher should consider when developing a sample design for his project. (10 Marks)

**QUESTION FOUR ( 20 MARKS)**

- i. Evaluate any five types of research citing their advantages and disadvantages. ( 10 Marks)
- ii. George works for Baraka consultancy. He is conducting a research on the use of blended learning in institutions of higher learning.
  - a ) List and briefly explain 5 challenges that he might face as he undertakes the research. (10 Marks).

**QUESTION FIVE (20 MARKS)**

You have been hired by Atlas International as the head of the research department. You intend to undertake a research on cancer patients in Mombasa city.

- a) Describe five factors that you will consider when evaluating the quality of information sources. (10 Marks)
- b) Using 5 examples describe the importance of research in business. ( 10 Marks)