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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION

DBA 007 - RESEARCH METHODOLOGY

Date: 8th August, 2016.
Time: 5.30pm – 7.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Business research is a systematic, scientific investigation in to a specific problem, carried out with the purpose of finding answers or solutions to managerial problems. In light of this statement;

- a) Discuss the stages in a research process. (10 Marks)
- b) Discuss any five importance of a research proposal. (10 Marks)
- c) Discuss the factors a researcher should consider before conducting a business research. (5 Marks)
- d) Several stakeholders are involved when considering ethics in research. Discuss ethical considerations that a researcher should bear in mind when dealing with the various groups of stakeholders. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss any five factors a researcher should consider when evaluating information sources. (10 Marks)
- b) Discuss the importance of literature review in a research proposal. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the factors a researcher should consider when selecting a research design. (10 Marks)
- b) Differentiate the following terms as used in research.
 - i) Independent and dependent variable. (2 Marks)
 - ii) Reliability and validity. (2 Marks)
 - iii) Data analysis and data presentation. (2 Marks)
 - iv) Data coding and data sorting. (2 Marks)
 - v) Target population and sample population. (2 Marks)

QUESTION FOUR (20 MARKS)

- a) Distinguish between the secondary and primary data sources. (10 Marks)
- b) Explain the characteristics of a good questionnaire. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Define response rate. (2 Marks)
- b) Distinguish between probabilistic and non-probabilistic sampling design. (2 Marks)
- c) Discuss any four probabilistic sampling techniques. (8 Marks)
- d) Discuss any four non-probabilistic sampling techniques. (8 Marks)