



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR  
DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**

**DBT 007- RESEARCH METHODOLOGY**

Date:  
Time:

**INSTRUCTIONS TO CANDIDATES**

---

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

---

**QUESTION ONE (30 MARKS)**

- a) Explain three importance of research in business. (6 Marks)
- b) Identify and explain three types of research (6 Marks)
- c) Differentiate between population and sample and describe 3 methods of probability sampling. (8 Marks)
- d) State four limitations of using questionnaire as a data collection tool and other four limitations of using interviews as a data collection technique. (8 Marks)
- e) Define the term literature extraction. (2 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss four types of research designs. (8 Marks)
- b) Define research ethics and discuss ethics that govern research. (12 Marks)

**QUESTION THREE (20 MARKS)**

- a) Differentiate between research problem and literature review (4 Marks)
- b) State eight functions of literature review in research (16 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Identify four methods of data collection. (4 Marks )
- b) In each method highlight two advantages and two limitations. (16 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss three advantages of sampling as compared to studying whole population. (6 Marks)
- b) Differentiate between qualitative and quantitative research. (4 Marks )
- c) Identity five characteristic of a good research problem. (10 Marks)