



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, 2016/2017 ACADEMIC YEAR  
FOURTH YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)**

**SPECIAL EXAM**

Date: 16<sup>th</sup> August, 2016.  
Time: 3.30pm – 5.30pm

**KBA 400 - RESEARCH METHODOLOGY**

**INSTRUCTIONS TO CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

- a) Explain the ways of improving validity in research. (10Marks)
- b) There are two main types of research. You're required to describe them in detail. (10Marks)
- c) Discuss two scenarios /environments/context where research is carried out. (10Marks)

**QUESTION TWO (20 MARKS)**

- a) Research is very a crucial discipline in the society, you are required to write short notes to explain it. (10 Marks)
- b) Explain the following terms as used in research;
- i) Basic research
  - ii) Applied research
  - iii) Constructive research
  - iv) Empirical research
  - v) Data collection instruments

(10 Marks)

**QUESTION THREE (20 MARKS)**

- a) The following terms are used in research. Give them meaning;
- i) Abstract (2Marks)
  - ii) Data (2Marks)
  - iii) Independent variable (2Marks)
  - iv) Dependent variable (2Marks)
  - v) Population (2Marks)
- b) Research is a process, establish the initial five steps as they are applied. (10Marks)

**QUESTION FOUR (20 MARKS)**

- a) According to your understanding in relation to research Discuss the meaning of;
- i) Reliability in research
  - ii) Validity in research
- (10 Marks)
- b) Describe the five roles of research. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Illustrate and explain the research data collection techniques used in qualitative and quantitative research. (10 Marks)
- b) Describe five major problems that researchers face during their undertaking. (10Marks)