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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN BUSINESS ADMINISTRATION
DCU 1008: RESEARCH METHODOLOGY

Date: 11TH APRIL 2023
Time: 2:30PM- 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: APEX AFRICA LIMITED

Since 2020, Apex Africa Limited has been experiencing stiff competition, employee turnover as well as inability to adjust to changing technology. Despite the efforts of the management to improve performance of the company in terms of outsmarting the competitors, retaining workers and embracing new technology, still the company has continued to record losses. Customer disloyalty, employee turnover, delayed payment of the suppliers as well as inability to embrace modern technology are the key challenges facing Apex Africa Limited. Given that the company is not intending to withdraw from the Dairy industry in Kenya, you have been hired as a research officer of Apex Africa Limited and tasked by the management to conduct a survey and submit a comprehensive report the managing director for a period not exceeding three months.

Required:

- As a research officer, elaborate the scientific research process to the management of Apex Africa Limited. **(6 Marks)**
- Suggest, ethical considerations which you should observe before and after conducting the research. **(6 Marks)**
- Explain sources of the research problems to the management of Apex Africa Limited. **(6 Marks)**
- Explain the differences between applied research and pure research to the management of Africa Limited. **(6 Marks)**
- Describe features of scientific research to the management of Africa Limited. **(6 Marks)**

QUESTION TWO (20 MARKS)

- List four qualities of a good hypotheses. **(4 Marks)**
- A research design is defined as the overall plan of collecting, analyzing and interpreting data. Describe five advantages of research designs in scientific inquiries. **(8 Marks)**
- A questionnaire is regarded as a tool developed to enable researchers collect the intended information from the respondents. Discuss five qualities of effective questionnaires. **(8 Marks)**

QUESTION THREE (20 MARKS)

- Distinguish between primary data and secondary data. **(4 Marks)**
- Literature review is regarded as a systematic process systematic identification, location and analysis of documents containing information related to the research problem being investigated. Discuss five merits of literature review to researchers. **(8 Marks)**

- c) A research problem is described as an issue of concern that affect majority of the people. Explain five qualities of an effective research problem. **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) Highlight disadvantages of scientific research. **(4 Marks)**
- b) Secondary data has both advantages and disadvantages. Explain five disadvantages of secondary data in research. **(8 Marks)**
- c) Data is collected and analyzed using various techniques. Describe five techniques of data measurement in research. **(8 Marks)**

QUESTION FIVE (20 MARKS)

- a) List four types of variables as applicable in research. **(4 Marks)**
- b) A research proposal is regarded as a document proposing what the researcher is intending to investigate. Describe five components of a research proposal. **(8 Marks)**
- c) Using Israel (2009) formula or Slovins formula (2016) of the form: $n = \frac{N}{1 + Ne^2}$ calculate the ideal sample size if the population is 100 respondents. Note: n represents the sample size, N represents the target population, e represents allowable error (0.05). **(8 Marks)**