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UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 107

COURSE TITLE: RESEARCH METHODS

DATE: 02/08/2023

TIME: 11.00AM – 01.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

QUESTION ONE

- a) You are given the title: Effect of competitive Strategies on Growth of private hospitals in Bungoma County, Kenya
- i. Identify the independent and dependent variables (2 mks)
 - ii. Formulate objectives for this study (4 mks)
 - iii. State why objectives like the ones you have above are important in research (4 mks)
 - iv. Which research questions will you put forward for this study? (4 mks)
 - v. Which research instruments would you use for this study and why? (6 mks)
- b) Explain five ethical issues to consider while conducting a research (10 mks)

QUESTION TWO

- a) Define research and explain some of the fundamental features of research (10 mks)
- b) Differentiate between:
- i. Open ended and closed questionnaire (4 mks)
 - ii. Qualitative and quantitative research (4 mks)
- c) Define sampling (2 mks)

QUESTION THREE

- a) Questionnaires are better than interviews. Discuss (10 mks)
- b) Differentiate between a conceptual framework and theoretical framework (4 mks)
- c) State the characteristics of effective respondents in research (6 mks)

QUESTION FOUR

State and explain any four probability sampling methods you know. Also show when and where each is applicable (20 mks)

QUESTION FIVE

- a) Research is said to be systematic. Why? (10 mks)
- b) Explain various methods of data presentation (10 mks)