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**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER  
MAIN EXAM**

**FOR THE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE:DIB 107**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 09/08/2023    TIME: 2:00-4:00PM**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question One in Section A and Any other TWO (2) Questions in Section B
2. Question **one** carries **30**marks and each of the other two questions carry **20** marks each.

TIME: 2 Hours

**Question one**

The search for knowledge is closely linked to the object of study; that is, to the reconstruction of the facts that will provide an explanation to an observed event and that at first sight can be considered as a problem. It is very human to seek answers and satisfy our curiosity. Research is the careful consideration of study regarding a particular concern or research problem using scientific methods. According to the American sociologist Earl Robert Babbie, "research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. With that in mind answer the following questions.

**Question one**

- a) Explain how research is systematic  
(5Marks)
- b) Why should you learn research?  
(5Marks)
- c) Differentiate between basic and applied research  
(5Marks)
- d) What is the meaning of quantitative research?  
(5Marks)
- e) Identify five roles of research and discuss them  
(10Marks)

**Question two**

- a) You've been contacted as a junior researcher in a given local company and you are requested to come up with a departmental research proposal. In relation to this, identify and explain the two first chapters you will use  
(10Marks)
- b) Explain any two forms of research  
(10Marks)

**Question three**

- a) Write short notes on the qualitative type of research  
(10Marks)
- b) Illustrate and explain the research data collection techniques applied in research  
(10Marks)

**Question four**

- a) Explain using five examples the main purpose of research  
(10Marks)
- b) In research there are several terms used, you're required to identify any five of them and elaborate  
(10Marks)

**Question five**

- a) Differentiate between validity and reliability in research  
(10Marks)
- b) Discuss the following steps in the research process
- i) Problem identification  
(5Marks)
  - ii) Clarifying the problem  
(5Marks)