



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

SECOND YEAR FIRST SEMESTER EXAMINATION FOR
DIPLOMA IN BUSINESS ADMINISTRATION

CITY CAMPUS- DAY

ADB 0108: RESEARCH METHODOLOGY

Date: 21st November, 2016

Time: 2.00 – 5.00pm

INSTRUCTIONS:

- Answer Question ONE (Compulsory) and any other TWO.



QUESTION ONE (30 MARKS) (COMPULSORY)

- a) "A hypothesis is a very useful aid to organizing the researches effort." Examine five use of hypothesis. (10 Marks)
- b) Highlight the major steps in a research Processes. (16 Marks)
- c) Explain four probability sampling techniques in research. (4 Marks)

QUESTION TWO

"A good research proposal constitutes four essential parts starting with the preliminary pages." Discuss at length all the important parts of a good research proposal (20 Mks)

QUESTION THREE

While using relevant examples, discuss five ethical issues which are of special considerations in research. (20 Marks)

QUESTION FOUR

- a) Explain five characteristics of a good research. (10Marks)
- b) Discuss five types of research (10 Marks)

QUESTION FIVE

- a. Elaborate significance of literature review in research (10 Marks)
- b. Discuss four types of data collection tools in research. (10 Marks)