



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DIPLOMA IN BUSINESS ADMINISTRATION**

**HOMA-BAY CAMPUS**

**ADB 0108: RESEARCH METHODS**

**Date:** 11<sup>th</sup> December, 2016

**Time:** 2.00 – 5.00 pm

**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions.



QUESTION ONE (25 MARKS)

- a) Define the term hypothesis as used in the context of business (2mks)
- b) Describe problems encountered in conducting research (10mks)
- c) What are the critical steps in locating research problem in a research investigation? (8mks)
- d) Describe the qualities of a good research title (5mks)

QUESTION TWO (15 MARKS)

- a) What is meant by the term sampling in research? (4mks)
- b) Distinguish between conceptual framework and theoretical framework (3mks)
- c) Briefly describe the following steps of sampling techniques;
- i) Simple random sampling (2mks)
  - ii) Sequential sampling (2mks)
  - iii) Stratified sampling (2mks)
  - iv) Systematic sampling (2mks)

QUESTION THREE (15 MARKS)

- (a) What is meant by the term Literature review? (2mks)
- (b) Discuss the importance of literature review in research (12mks)
- (c) Distinguish between;
- (i) Quantitative and qualitative research (1mks)

QUESTION FOUR (15 MARKS)

- (a) Discuss observation as a method of primary data collection (7mks)
- (b) Give the disadvantages of and advantages of observation as a method of primary data collection (8mks)

QUESTION FIVE (15 MARKS)

- (a) (i) Define the term study population in the context of research (2mks)  
(ii) State and explain any five type of research design (10mk)
- (b) Distinguish between independent and dependent variable (3mks)

QUESTION SIX (15 MARKS)

- a) Give some of the importance of doing research (6mks)
- b) State some of the sources of research problem (5mks)
- c) What are the qualities of effective research problem? (4mks)