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**University Examinations 2014/2015**

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

**HDC1210: RESEARCH METHODOLOGY**

**DATE: DECEMBER 2014 TIME: 1**$\frac{1}{2}$ **HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Define the following terms as applied in research (8 marks)
2. Problem
3. Universe
4. Instrument
5. Data
6. Explain key factors that are considered in coming up with a research problem

(6 marks)

1. Discuss various types of data that researchers are likely to come across during field inquiry (6 marks)
2. During field work Juma collected the following data about litres mild sold by milk farmers: 20,30,25,25,35,40,42,44,50,55,60,65,70,75,80,85 (6 marks)

From Juma’s data calculate:-

1. The average daily mild sales
2. Median
3. What is the most occurring quantity of milk production
4. With relevant examples, explain data tabulation methods used by researchers

(4 marks)

**QUESTION TWO**

1. Discuss the various steps you would take in analysing qualitative data (8 marks)
2. By giving relevant illustrations in business, discuss at least 3 threats of internal and external validity (12 marks)

**QUESTION THREE**

1. Research undertaking requires specific measurements. Explain (8 marks)
2. Discuss 3 advantages and 3 disadvantages of open-ended question items in the instruments of data collection (12 marks)

**QUESTION FOUR**

1. Discuss factors you would consider when constructing interview schedules for research purpose (10 marks)
2. Explain the advantages you would enjoy using questionnaire as a tool of collecting data over the other tools (10 marks)