



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN BUSINESS ADMINISTRATION AND
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
(CITY CAMPUS - DAY)

ADB 0108: RESEARCH METHODS

Date: 17th July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

QUESTION ONE

- a) Explain the term research (2 marks)
- b) Explain at least three(3) types of research (6 marks)
- c) Explain the research process (8 marks)
- d) Distinguish between the following research terminologies
 - i) Basic research and Applied research (2 marks)
 - ii) Census studies and sample studies (2 marks)
 - iii) Qualitative and quantitative research (2 marks)
- e) Explain the main purposes of research (4 marks)
- f) Briefly explain what literature review is and state reasons why it is necessary in a research (4 marks)

QUESTION TWO

- a) Explain the term 'variable' as used in research (2 marks)
- b) Discuss two(2) types of variables used in research (6 marks)
- c) Give a brief explanation of the following:
 - i. primary data (2 marks)
 - ii. Secondary data (2marks)
 - iii. Applied and Basic Research (2 marks)
- d) Explain briefly the following research designs.
 - i. Descriptive research design (2 marks)
 - ii. Experimental research design (2marks)

iii.Exploratory research design

(2 marks)

QUESTION THREE

Discuss the various components of probability and non –probability sampling as used in research (20 marks)

QUESTION FOUR

a) Discuss Hypothesis in research clearly showing the different types of research hypothesis (8 marks)

b) Briefly highlight the layout of a research proposal (10 marks)

c) Briefly explain the following terms as used in research

i.Sample Frame (1 mark)

ii.Population (1 mark)

QUESTION FIVE

Explain how the following instruments can be used in collection of data during research

a) Personal interviews (5 marks)

b) Questionnaires (5 marks)

c) Observations (5 marks)

d) Focus groups (5 marks)