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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION AND DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

**SES 2151: RESEARCH METHODOLOGY**

 **DATE: NOVEMBER 2015 TIME: 11/2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Differentiate the following terms as applied in research:
2. Research data and research instrument. (2 Marks)
3. Independent and dependent variables. (2 Marks)
4. Basal research and applied research. (2 Marks)
5. What do you understand by the following terms in research:
6. Statistic. (2 Marks)
7. Accessible population. (2 Marks)
8. Respondent. (2 Marks)
9. Data coding. (2 Marks)
10. You have been appointed the manager of a production company in your city. What are some of the reasons that may make you invest in research. (8 Marks)
11. You are given the data; 55,44,39,55,62,49,58,60.
12. Illustrate this data in frequency distribution table. (2 Marks)
13. Determine the mean of the data. (1 Mark)
14. Determine the median of the data. (1 Mark)
15. Explain four sources of errors in measurement during research. (4 Marks)

**QUESTION TWO (20 MARKS)**

1. You have been appointed to lead a group carrying out research on a problem in your class. Discuss the characteristics of a well stated problem in your research. (10 Marks)
2. Discuss reasons why you would engage yourself in literature review in the course of your research. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. As the head of a group appointed to conduct research for a manufacturing organization, discuss the steps you would take in processing and analysis of your qualitative data. (10 Marks)
2. Discuss the scales of measurement used in research. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. As a young researcher, discuss the advantages that you would enjoy in using interview schedule as a tool of data collection. (10 Marks)
2. Discuss the ethical considerations you would make when dealing with respondents during research. (10 Marks)