



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY - AUGUST 2023 SEMESTER

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBCC 019

**COURSE TITLE: INTRODUCTION TO BUSINESS RESEARCH
METHODS**

DATE: 02 AUGUST 2023

TIME: 8.00 AM – 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

- a) Define the term research. [2 Marks]
- b) Distinguish between the term population and the term sample. [4 Marks]
- c) Differentiate the concept of qualitative research method and quantitative research method. [4 Marks]
- d) Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. Explain any **five** types of research designs. [10 Marks]
- e) Research begins with problem identification. Describe the concept 'research problem.' [5 Marks]
- f) Literature review helps identify gaps in past researches. It can be obtained from primary and secondary sources. Discuss the two sources of literature giving examples. [10 Marks]
- g) Describe any **five** factors that influence the sample size. [5 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Distinguish open-ended questionnaire from close-ended questionnaire. [4 Marks]
- b) To obtain accurate information through interviews, a researcher needs to obtain the maximum co-operation from respondents. Explain any **four** interview approaches. [8 Marks]
- c) Data editing is an important practice when analysing research data. Explain any **four** purposes of data editing. [8 Marks]

Question Three

- a) A right to privacy means one has the right to refuse to be interviewed or to refuse to answer any question in an interview. Describe what ethical researchers can do to address these rights. [8 Marks]
- b) Describe what is included in the following sections of a research report; Declaration, Dedication, Acknowledgements, Abstract. [12 Marks]

Question Four

- a) Define the term theory as used in research and explain any **two** theories that you have come across in your school life. [10 Marks]
- b) Explain **five** purposes of undertaking research. [10 Marks]

Question Five

- a) Explain any **five** qualities of a good and acceptable research study. [10 Marks]
- b) Mulwa is a student in Greta University and is required to look for a researchable area by his research supervisor. Explain **five** sources that Mulwa can consider to obtain a research problem. [10 Marks]