



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2025 SEMESTER

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBCC 021

COURSE TITLE: RESEARCH METHODS

DATE: APRIL 2025

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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) Discuss the importance of research. [10 marks]
- b) Identify challenges faced by researchers. [10 marks]
- c) Explain different research types. [10 marks]

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Describe the characteristics of research. [10 marks]
- b) Explain the qualities of good research. [10 marks]

Question Three

- a) Discuss the components of the research process. [10 marks]
- b) Identify sources of research problems. [10 marks]

Question Four

- a) Discuss the characteristics of a good research problem. [10 marks]
- b) Describe the qualities of a good research problem. [10 marks]

Question Five

- a) Explain the differences between primary and secondary data. [6 marks]
- b) Discuss various types of research instruments. [14 marks]