



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2025 SEMESTER

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBCC 021

COURSE TITLE: INTRODUCTION TO RESEARCH METHODS

DATE: NOVEMBER 2024

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) Explain why data collection is important. [10 marks]
- b) Describe the characteristics of research design. [10 marks]
- c) Discuss the various types of research designs. [10 marks]

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Explain the steps involved in preparing a research design for a project. [10 marks]
- b) Identify and discuss five sources of secondary data. [10 marks]

Question Three

- a) Explain different sampling methods or techniques. [10 marks]
- b) Discuss the various instruments used for collecting primary data. [10 marks]

Question Four

- a) List six disadvantages of personal interviews. [6 marks]
- b) Discuss the advantages and disadvantages of telephone interviews. [14 marks]

Question Five

- a) Where can published secondary data typically be found? [6 marks]
- b) What characteristics must be confirmed before using secondary data? [8 marks]
- c) What challenges do researchers encounter while collecting data in the field? [6 marks]