



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION
2ND YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BBM 2212

COURSE TITLE: RESEARCH METHODS

EXAM VENUE: MAIN

DATE:

EXAM SESSION:

DURATION: 1 HOUR 30 MINUTES

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show all your workings.**
- 3. Do not write anything on the question paper**

DURATION; 1 HOUR 30 MINUTES.

QUESTION ONE

- a) Briefly explain the term research process, citing its two main parts. (5 mks)
- b) For any research process to be effective it must exhibit various salient features. Discuss the characteristics of an effective research. (10mks)
- c) Explain the concerns that must be addressed when developing a research instrument (10mks)
- d) Distinguish between applied and pure research. (5mks)

QUESTION TWO

Write short notes on the following;

- (i) Descriptive research (5 mks)
- (ii) Co-relation research (5 mks)
- (iii) Explanatory research (5 mks)
- (iv) Exploratory research. (5 mks)

QUESTION THREE

- a) Sampling is one of the most widely and successfully employed tools of data collection in research. Discuss the various sampling techniques in a research process. (10mks)
- b) Apart from sampling, explain other tools of data collection that can be used in a research process (10mks)

QUESTION FOUR

- a) Explain the meaning of a research design, giving its key elements (10mks)
- b) Examine the merits of a research design (10mks)

QUESTION FIVE

- a) Explain how validity and reliability of research instruments is achieved. (5mks)
- b) Literature review constitutes a fundamental part in research process. Discuss three major sections of this chapter. (15mks)

