



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS

ADMINISTRATION

SECOND YEAR, FIRST SEMESTER 2019/2020 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE BBM 2212

COURSE TITLE: RESEARCH METHODS

DATE:

EXAM SESSION:

TIME: 1 ½ HOURS

Instructions

- 1. Answer Question One (compulsory) and any other 2 questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination**

QUESTION ONE

- a) Define the term research.(2 marks)
- b) Explain five research variables.(10 marks)
- c) State the five main goals of research in business.(5 marks)
- d) Explain five characteristics of an ideal research topic.(10 marks)
- e) State any three methods of data analysis in Social Sciences research.(5 marks)

QUESTION TWO

- a) Discuss ethical principles that research studies should follow(10 marks)
- b) Using relevant examples, explain four research misconduct commonly committed by researchers. (10 marks)

QUESTION THREE

- a) Explain the meaning of the following terms as used in research methods.
 - i. Population (2 marks)
 - ii. Sample (2 marks)
 - iii. Sample frame (2 marks)
 - iv. Research Design (2 marks)
- b) Discuss any six non probabilistic sampling techniques that can be used in a research study. (12 marks)

QUESTION FOUR

- a) Distinguish between the following concepts as applied in research methods.
 - i. Ethnography and descriptive research design
 - ii. Longitudinal and case studies research design
 - iii. Deductive and inductive research approach
 - iv. Basic and applied research approach
- b) Discuss the merits and demerits of secondary data sources .(12 marks)

QUESTION FIVE

- a) Explain the critical evaluation factors that should be put in consideration when carrying out a literature review. (12 marks)
- b) State six mistakes made in reviewing literature review .(8 marks)