



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 014
COURSE TITLE: RESEARCH METHODS**

DATE: 21ST AUGUST, 2019

TIME: 0830 – 1030 HRS

INSTRUCTIONS TO CANDIDATES

*Answer question **ONE** (compulsory) and any other **THREE** questions.*

QUESTION ONE

- i. Write short notes on any six of the following.
 - a) Research Method vs Research Methodology
 - b) Population vs Sample
 - c) Primary Data vs Secondary Data
 - d) Quotation vs citation

(12 marks)
- ii. Define research.

(2 Marks)
- iii. Outline five functions of literature review in research.

(5 marks)
- iv. List five ethical principles which guide researchers in their work.

(5 marks)
- v. Define data

(1 mark)

QUESTION TWO

Describe Research Process.

(15 marks)

QUESTION THREE

Outline and discuss the preliminary items in end product of a theses/ dissertation.

(15 marks)

QUESTION FOUR

- a) Highlight various objectives of research.

(5 marks)
- b) What do you understand by sampling? What are its types?

(10 marks)

QUESTION FIVE

- a) Differentiate between reference and bibliography.

(3 Marks)
- b) Discuss various ways of identifying a specific research problem (topic)

(12 Marks)