



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

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

COURSE CODE:DBM 014

**COURSE TILTLE: BUSINESS RESEARCH
METHODS**

DATE: 31ST MARCH, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE (25 MARKS)

- (i) Write short notes on any six of the following.
- a) Primary Data vs Secondary Data **(3marks)**
 - b) Quotation vs citation **(3marks)**
 - c) Research method vs research methodology **(3marks)**
 - d) Population vs sample **(3marks)**
- (ii) Explain the importance of literature review in research **(8marks)**
- (iii) List five ethical principles which guide researchers in their work **(5 marks)**

QUESTION TWO

- a. Define research **(3marks)**
- b. Discuss the Research Process **(12marks)**

QUESTION THREE

- a) What do you understand by the term research design? **(2marks)**
- b) What are the types of research design? **(8marks)**
- c) Clearly state the objectives of research **(5marks)**

QUESTION FOUR

- a) Discuss the classification of research **(10marks)**
- b) What are the importance of doing research? **(5marks)**

QUESTION FIVE

- a). Discuss the various ways of identifying a specific research problem **(10 marks)**
- b). Discuss the factors considered when setting your objectives in research study. **(5 marks)**

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