



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: DBM 014

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 27TH MAY, 2021

TIME: 1100 – 1300HRS

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) Research method vs research methodology
- b) Population vs sample
- c) Primary Data vs Secondary Data
- d) Quotation vs citation

(12marks)

(ii) Define research

(3marks)

(iii) Highlight the importance of literature review in research

(5marks)

(iv) List five ethical principles which guide researchers in their work

(5 marks)

QUESTION TWO

Discuss the Research Process

(15marks)

QUESTION THREE

a) What do you understand by the term sampling? What are the types of sampling?

(10 marks)

b) Clearly state the objectives of research

(5marks)

QUESTION FOUR

a) Discuss the classification of research

(9marks)

b) What are the importances of doing research?

(6marks)

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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