



# **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: 21<sup>ST</sup> AUGUST, 2019**

**TIME: 0830 – 1030 HRS**

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**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)**