



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS  
DIPLOMA IN HUMAN RESOURCE.**

**COURSE CODE: HRD 010**

**BUSINESS RESEARCH METHODS.**

**DATE: 20/4/2023**

**TIME: 1100-1300 HRS**

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**INSTRUCTIONS TO CANDIDATE**

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

### **QUESTION ONE (25 MARKS)**

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

### **QUESTION TWO**

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

### **QUESTION THREE**

- a) State the qualities of good research **(5marks)**
- b) Define the term research design **(2marks)**
- c) Discuss four types of research design **(8marks)**

### **QUESTION FOUR**

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

### **QUESTION FIVE**

- a) Discuss the various ways of identifying a specific research problem **(7 marks)**
- b) Discuss the FOUR types of sampling in research methods. **(8 marks)**

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