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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 14**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 25/05/2021 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Distinguish between primary and secondary data citing three examples in each case. (8marks)
2. Explain the advantages of using observation as a method of data collection. (10 marks)
3. State and explain five challenges of collecting data using mailed questionnaires. (10 marks)
4. Examine five factors to consider when choosing a data collection method. (10 marks)
5. Mention any two methods of representing data. (2 marks)

**QUESTION TWO**

1. Discuss the merits of stratified random sampling. (10 marks)
2. Give the criteria for selecting a sample. (10 marks)

**QUESTION THREE**

1. Explain any five research designs. (10 marks)
2. Discuss the following (10 marks)
3. Snowball sampling method
4. Accidental sampling method

**QUESTION FOUR**

1. Discuss any five key ethical issues to research process (10 marks)
2. Explain five characteristics of research objectives. (10 marks)

**QUESTION FIVE**

1. Identify five considerations in selecting a research problem (10 marks)
2. Explain the following terms as used in research. (10 marks)
3. Independent variable
4. Population
5. Dependent variable
6. Hypothesis
7. Statistics