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**University Examinations 2016/2017**

FIRST YEAR SECOND SEMESTER EXAMINATION

FOR

DIPLOMA IN BUSINESS ADMINISTRATION

DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

**EMP 2150: RESEARCH METHODOLOGY**

**DATE: DECEMBER 2016 TIME: 1 ½ HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two***questions.

**QUESTION ONE (30 MARKS)**

1. Differentiate the following terms as used in research
2. Quantitative research and qualitative research (2 marks)
3. Independent variable and dependent variable (2 marks)
4. Target population and accessible population (2 marks)
5. Research data and research instrument (2 marks)
6. Probability and non-probability sampling (2 marks)
7. You have been appointed the manager of a production firm. What are some of the reasons that may make you invest in research (6 marks)
8. You have landed a job as a research assistant. Discuss the various methods of data collection that you would employ in your research (10 marks)
9. Explain the main sources of research data (4 marks)

**QUESTION TWO (15 MARKS)**

1. The production company you work for has appointed you as a team leader of a group to research on the observation that the company product sales have fallen by 40% in the last one year.
2. Formulate a research problem to guide your research group. (2 marks)
3. Formulate four SMART objectives for the study (4 marks)
4. Write a one paragraph statement of your research problem (3 marks)
5. Explain types of probability methods you would use to select a good sample for your study (6 marks)

**QUESTION THREE (15 MARKS)**

1. Discuss the advantages you would enjoy in using questionnaires as a tool of data collection (5 marks)
2. Explain the steps you would take in analyzing raw qualitative data (5 marks)
3. A group of young researchers has invited you to speak to them on selected topics on research. Among the topics is sampling design. Discuss with the group on methods of non-probability sampling (5 marks)

**QUESTION FOUR (15 MARKS)**

1. Explain the importance of piloting during research (5 marks)
2. It is said that research without consideration of ethical issues is sure to fail. Explain the types of ethical considerations to ensure successful research. (5 marks)
3. Discuss reasons why you would engage yourself in thorough literature survey in the cause of your research (5 marks)

**QUESTION FIVE (15 MARKS)**

1. Following is a list of market prices of a business commodity, 120, 65, 80, 75, 71, 103, 100, 110
2. Illustrate this data in frequency distribution table (4 marks)
3. Determine the price mean. (3 marks)
4. Determine the price median (2 marks)
5. Explain the steps you would take during analysis of quantitative data (6 marks)