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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 351**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 28TH APRIL 2017 TIME: 8.30AM-10.30AM**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other THREE***
* ***Question one carries 25 marks***
* ***All other questions carry 15 marks***

*This paper consists of 2 printed pages. Please turn over*

**QUESTION ONE**

1. Outline five functions of literature review in research. **(5 marks)**
2. Discuss any five considerations for evaluating secondary data for research.

**(10 marks)**

1. Discuss five ethical principles which guide researchers in their work.

**(10 marks)**

**QUESTION TWO**

1. Differentiate between the following concepts:-
2. Continuous and discontinuous variables **(4 marks)**
3. Dependent and independent variables **(4 marks)**
4. Discuss the three types of research hypothesis. **(7 marks)**

**QUESTION THREE**

1. Describe the term sampling and explain any three types of non-probability sampling methods. **(10 marks)**
2. Outline five advantages of sampling over census study. **(5 marks)**

**QUESTION FOUR**

1. Mention three differences between a research project proposal and a research project report. **(3 marks)**
2. By use of examples, describe any four sections of chapter one of a research proposal. **(12 marks)**

**QUESTION FIVE**

With the definition of a research problem, explain the steps followed in identifying and formulating a research problem. **(15 marks)**