



EMBU UNIVERSITY COLLEGE
(A Constituent College of the University of Nairobi)

2015/2016 ACADEMIC YEAR

TRIMESTER EXAMINATION

FIRST YEAR EXAMINATION FOR THE DIPLOMA IN PURCHASING AND
SUPPLIES

BBA 206: RESEARCH METHODOLOGY

DATE: AUGUST 11, 2016

TIME: 8:00-10:00AM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Discuss the importance and purpose of research. (6 marks)
- b) Giving relevant examples, analyze the three types of research. (6 marks)
- c) Describe how to determine a feasible research problem. (6 marks)
- d) Explain the characteristics and importance of research objectives. (6 marks)
- e) To what extent does literature review inform or support an ongoing study? (6 marks)

QUESTION TWO (20 MARKS)

- a) Formulate a research problem in your area of study and develop three research objectives. (10 marks)
- b) Explain where you would source secondary data and how you would use this kind of data so as to achieve your research objectives. (10 marks)

QUESTION THREE (20 MARKS)

- a) Define “Research Proposal” (5 marks)
- b) State and explain the main components of a research proposal (15 marks)

QUESTION FOUR (20 MARKS)

Describe the different levels of measurement used in social science research and give one example of a measurement scale for each. (20 marks)

QUESTION FIVE (20 MARKS)

- a) Explain ethical treatment of participants while conducting research (10 marks)
- b) Débriefing involves several activities following the collection of data. Explain. (10 marks)

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