



**ALUPE UNIVERSITY  
COLLEGE**  
*Bastion of Knowledge....*

P. O.Box 845-50400 Busia(K)  
principal@auc.ac.ke  
Tel: +254 741 217 185  
+254 736 044 469  
off Busia-Malaba road

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

### FOR THE DIPLOMA IN BUSINESS MANAGEMENT/HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE:014

COURSE TITLE: RESEARCH METHODS

DATE:18/04/2019

TIME: 2.00PM-5.00.00PM

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#### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER



**INSTRUCTIONS TO CANDIDATES**

- i. Answer Question **ONE** and any other **THREE** questions
- ii. Question **ONE** carries 25 marks
- iii. Do not write on the question paper



**SECTION A**

**QUESTION ONE**

**(25 MARKS)**

(a) In a business research study intended to be carried out by students in Alupe University College on performance of small and medium scale enterprises (SMEs) in Busia town, it was noted that the SMEs did do a lot of advertising in different types of media and the frequency of advertising, the reach of adverts, message permanence and persuasiveness of adverts also varied.

**Required**

- (i) Write an ideal title of the study
  - (ii) List the independent and the dependent variables in the study
  - (iii) State any **three** objectives of the study
  - (iv) List at least **two** likely significance of the study
  - (v) Represent the variables in a clearly labeled schematic diagram or conceptual framework  
**(10 marks)**
- (b) (i) What is a research problem? **(2 marks)**
- (ii) List any **three** sources of research problem **(3 marks)**
  - (iii) State considerations that should be put in mind when selecting topic **(5 marks)**
- (c) State any **five** qualities of good research **(5 marks)**

**QUESTION TWO**

**(15 MARKS)**

- (a) (i) Define a research hypothesis. **(2 marks)**
- (ii) Highlight any **four** aspects that distinguish a Null hypothesis from an alternative hypothesis **(4 marks)**

- (b) Explain any **four** the essential characteristics of good research hypothesis (4 marks)
- (c) Identify and explain **five** sources of literature in any research work (5 marks)

**QUESTION THREE (15 MARKS)**

- (a) What is sampling? (2 marks)
- (b) Discuss any **four** advantages of sampling in business research (8 marks)
- (c) (i) Differentiate a simple random sampling method from a stratified random sampling method (2 marks)  
(ii) State any **three** non-probability sampling techniques. (3 marks)

**QUESTION FOUR (15 MARKS)**

- (a) (i) Define the term research design. (2 marks)  
(ii) State any **four** importance in research design (5 marks)  
(ii) Describe any **four** types of research designs (8 marks)

**QUESTION FIVE (15 MARKS)**

- (a) Differentiate a closed ended questionnaire from an open ended questionnaire. (2 marks)
- (b) Other than a questionnaire name any other **three** data collection instruments (3 marks)
- (c) (i) What is meant by the term piloting of a questionnaire? (2 marks)  
(ii) Discuss any **four** factors you need to consider when designing a questionnaire (4 marks)
- (d) Discuss **four** ethical issues that need to be watched out for when conducting research. (4 marks)

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