**SCHOOL OF BUSINESS AND ECONOMICS**

**DIPLOMA IN BUSINESS MANAGEMENT**

**BUSINESS RESEARCH METHODS**

**DBM 14**

**MAIN EXAM**

**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