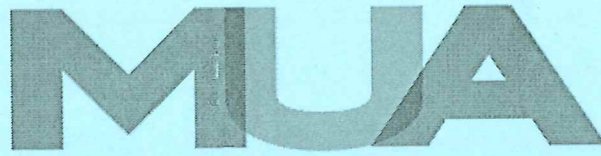


The
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 109 : BASIC BUSINESS RESEARCH METHODS

DATE: 31ST MARCH 2022

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

THE EFFECTIVENESS OF TUTORING SESSIONS

Professor Karuiki was interested in helping less motivated students in his research methods class learn the material. After the first test, he divided the class into high and low performers based on their test scores. Low performers were invited to attend special tutorial sessions. High scoring students were not permitted to attend the extra sessions. In his tutorial sessions he covered the same material as in class, but he spent the same time discussing methods of studying, presented outlines of his lectures and gave students hints about how to take notes.

On the second test, the experimental group (those who received the tutorials) improved noticeably. The control group did as well as they had on the first test. Professor Karuiki concluded that the study proved that the tutorials improved the performance of less motivated students.

Professor Wangare, however, had doubts about the validity and reliability of the study. She felt that several problems made it impossible to conclude that the experimental condition was in fact responsible for the results.

Required:

- a) Define reliability and validity (5 Marks)
- b) Citing the case study describe internal and external validity (5 Marks)
- c) Explain the threats to internal and external validity that professor Karuiki's study may have suffered. (10 Marks)
- d) Prepare a memo that professor Wangare might send to professor Karuiki discussing the problems of reliability in his study (10 Marks)

QUESTION TWO

- a) Discuss the meaning, purpose and justification for a survey research (5 Marks)
- b) Explain the considerations you should bear in mind in the wording of objectives (5 Marks)

QUESTION THREE

- a) Imagine that you have been asked to evaluate your lecturer. Determine which aspects of teaching you would consider important and develop a set of 5 indicators that might reflect these. (5 Marks)
- b) Give 5 strengths and weaknesses of using a structured interview instead of a questionnaire in a study (5 marks)

QUESTION FOUR

- a) Describe 5 sampling designs (5 marks)
- b) Identify the role of statistics in research (5 Marks)

QUESTION FIVE

- a) State the purpose of a hypothesis (5 Marks)
- b) The factors affecting the rate of spread of bedbugs among male students in Ruwenzori hall at Habari University: (5 marks)
From the above topic Identify the
 - (i) independent variable.
 - (ii) Dependent Variable
 - (iii) Target Population
 - (iv) Study area

QUESTION SIX

- a) Describe 5 ethical issues to consider concerning research participants (5 Marks)
- b) Discuss four types of plagiarism (5 marks)

