

MACHAKOS UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT STUDIES
FIRST SEMESTER EXAMINATION FOR DIPLOMA IN ACCOUNTANCY
DACC 202: RESEARCH METHODS

DATE:

TIME

1. a) Explain the following methods of data gathering. (6 marks)
 - (i) Questionnaires
 - (ii) Observation
 - (iii) Interviews
- b) State two methods used in sampling for data collection. (4 marks)
- c) Identify four ways used to present the data that has been received and analyzed. (8 marks)
- d) Highlight four types of research. (8 marks)
- e) Give Four qualities of a good objective. (4 marks)
2. a) Explain the steps involved in the research process (12 marks)
- b) Describe two major sources of primary data. (4 marks)
- c) Give two reasons why a researcher needs to do a literature survey before doing own research. (4 marks)
3. a) Explain the main components of a research work (12 marks)
- b) State any two sources Secondary data. (4 marks)
- c) Differentiate between the following terminologies
Qualitative research and Quantitative research (4 marks)
4. a) Describe any four types of research designs (8 marks)
- b) State four advantages and disadvantages of interview as a data collection tool. (8 marks)
- c) Highlight four methods used in data presentation. (4 marks)

5. a) Describe four types of probability and non-probability sampling methods detailing their procedures (16 marks)
- b) State four factors to consider before choosing a title for research. (4 marks)