

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 109: BASIC RESEARCH METHODS

DATE: 5TH AUGUST 2026

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:

RESEARCH STUDY AT ABC TRAINING INSTITUTE

ABC Training Institute is a privately owned institution offering certificate and diploma courses in business management, information technology, and entrepreneurship. The institute has been in operation for over ten years and serves students from different parts of the country. In the past, ABC Training Institute enjoyed steady enrolment and positive feedback from students and parents.

Over the last three years, however, the management has noticed a steady decline in student enrolment, particularly in diploma programmes. In addition, some students have raised concerns about teaching methods, availability of learning materials, library services, and the fairness of assessments. Others have complained about delays in releasing examination results and limited academic support outside class hours.

The institute's management is concerned that if these issues are not addressed, the institution may continue to lose students to other training institutions. As a result, the management has decided to conduct a research study to better understand the causes of declining enrolment and student dissatisfaction. The study will target current students, lecturers, administrative staff, and recent graduates of the institute.

The management plans to collect information using questionnaires and interviews and to review existing records such as enrolment data, examination results, and student complaints. The findings of the research will be used to improve teaching quality, student services, and decision-making within the institute.

You have been requested, as a diploma student studying Research Methodology, to assist the institute in planning this research study.

Required:

- a) Explain what is meant by research and state two objectives of conducting this study as per the case study.

(6 marks)

- b) Discuss any three methods of data collection that would be suitable for this study as per the case study.

(9 marks)

- c) Evaluate any four ethical issues that the researcher should consider when conducting this study

(12 marks)

- d) Based on research methodology, identify and explain three characteristics that demonstrate that the study qualifies as good research.

(3 marks)

QUESTION TWO

- a) Explain any three importance of research

(6 marks)

- b) Distinguish between qualitative research and quantitative research

(4 marks)

QUESTION THREE

- a) Explain the meaning of research design and distinguish between cross-sectional research design and longitudinal research design.

(5 marks)

- b) Distinguish between primary data and secondary data, giving one example of each

(5 marks)

QUESTION FOUR

- a) Using appropriate examples from research literature, examine the concept of population as used in research studies.

(2marks)

- b)** With the aid of examples, explain the four levels of measurement used in research and show how each level influences data analysis.
(8 marks)

QUESTION FIVE

- a) Discuss the format of a research project by identifying and explaining the essential sections of a research paper
(6 marks)
- b) Assess any two types of probability Sampling Methods
(4 marks)

QUESTION SIX

- a) Referring to research methodology texts, analyze five characteristics of well-formulated research objectives, illustrating your answer with examples where appropriate.
(5 marks)
- b) Using real-world, academic, or organizational contexts, identify and explain five possible sources of a research problem.
(5 marks)