



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

**DCU 109 : BASIC RESEARCH METHODS**

**DATE: 2<sup>ND</sup> APRIL 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:**

### **TACKLING YOUTH UNEMPLOYMENT IN ABC COUNTY**

Youth unemployment in ABC County has become a major socio-economic challenge, with many young people between the ages of 18 and 35 unable to secure decent work. Despite completing diploma and certificate programs, many youths find themselves either underemployed or without job opportunities altogether. This has led to increased poverty levels, frustration, and social unrest among the youth population. In response, the County Government of ABC, together with local NGOs and learning institutions, is interested in conducting research to better understand the root causes of youth unemployment and propose workable solutions. The goal is to design effective policies and programs that will enhance youth employability and support job creation in sectors such as agriculture, technology, trade, and services.

As a diploma student of Research Methodology, you have been tasked with leading a research project focused on this issue. Your research should follow a systematic process, beginning with defining the research problem, selecting a research design, identifying your sample, collecting and analyzing data, and preparing a well-structured research report with actionable recommendations.

The research should also reflect your understanding of research types, approaches, philosophies, and sampling methods. Your findings will be presented to the ABC County Youth Affairs Committee and may be used to shape future youth programs and donor funding priorities.

#### **Required:**

- a) Define the research problem in this case and explain two techniques you would use to refine and define it clearly.

**(6 marks)**

- b)** Identify and briefly explain any three characteristics of a good research design that should be applied in this study  
**(6 marks)**
- c)** Distinguish between probability and non-probability sampling, and state which is more appropriate for this study and why  
**(4 marks)**
- d)** Describe any three methods you could use to collect primary data in this research  
**(6 marks)**
- e)** Explain any four ethical issues you must consider while collecting data from youth respondents in ABC County  
**(8 marks)**

## **QUESTION TWO**

- a)** Explain the term level of measurement?  
**(2 marks)**
- b)** Explain the four levels of measurement. For each level, include a brief example  
**(8 marks)**

## **QUESTION THREE**

Write a comprehensive research paper format, including all the essential sections that should be included in a research project.

**(10 marks)**

## **QUESTION FOUR**

- a)** Identify and briefly explain any five common sources of literature used in research.  
**(5 marks)**

- b) Give five reasons why a researcher might choose to use sampling instead of conducting a census

**(5 marks)**

#### **QUESTION FIVE**

- a) List and briefly explain any four common threats to internal validity in research.

**(4 marks)**

- b) Describe any three types of variables commonly used in research. **(6 marks)**

#### **QUESTION SIX**

- a) Outline any five important guidelines a researcher should follow when preparing to conduct interviews for data collection **(4 marks)**

- b) Describe the general procedure for testing a hypothesis in research. Highlight each step clearly. **(6 marks)**