



**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND  
GOVERNANCE**

**COURSE CODE AND TITLE: MMS 301 RESEARCH METHODS**

**END OF SECOND SEMESTER EXAMINATIONS**

**NOVEMBER/DECEMBER 2018**

**LECTURER: DR STANISLAS BIGIRIMANA**

**DURATION: 3 HOURS**

***INSTRUCTIONS***

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ANSWER THE FIRST QUESTION AND ONE QUESTION FROM EACH SECTION  
EACH QUESTION CARRIES 20 MARKS

SOUND ARGUMENT AND ILLUSTRATIONS WILL EARN YOU MARKS



**QUESTION 1**

List at least FOUR research designs that you know and explain one in details.

**SECTION B****QUESTION 2**

What are the main ethical concerns in business research?

**QUESTION 3**

How does one make a transition from a research problem to research objectives?

**SECTION C****QUESTION 4**

Explain in detail the nature of quantitative research

**QUESTION 5**

Explain in detail the nature of qualitative research

**SECTION D****QUESTION 6**

What is the difference between a population and a sample? Explain the sampling method you would use for the research problem you selected in class and give reasons.

**QUESTION 7**

Explain at least two sampling methods of your choice.

**SECTION E****QUESTION 8**

In which context are mixed methods more appropriate than using either a qualitative or a quantitative method?

**QUESTION 9**

Using concrete examples explain the difference between primary and secondary data.