



*"Investing in Africa's Future"*

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

**COURSE CODE AND TITLE: MMS 301/MPM 203/NHIR 225 RESEARCH METHODS**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER/DECEMBER 2019**

**LECTURER: DR STANISLAS BIGIRIMANA**

**DURATION: 3 HOURS**

***INSTRUCTIONS***

**ANSWER THE FIRST QUESTION AND ONE QUESTION FROM EACH SECTION**

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**EACH QUESTION CARRIES 20 MARKS**

**SOUND ARGUMENT AND ILLUSTRATIONS WILL EARN YOU MARKS**

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### **QUESTION 1**

Which criteria does one use to identify the research design appropriate to a study? Using a concrete example (the research problem you chose in class), explain in details which research design is appropriate to that study and give reasons.

## **SECTION B**

### **QUESTION 2**

What are the main ethical concerns in business research?

### **QUESTION 3**

One of the problem with research objectives is that they fail to be SMART. Discuss and give three examples of research objectives which are SMART and three which are not.

## **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**

Explain the following data collection methods and give examples of at least one situation where they are appropriate and one situation where they may not be appropriate.

- a) Interviewing
- b) Questionnaires

### **QUESTION 7**

Explain the following data collection methods and give examples of at least one situation where they are appropriate and one situation where they may not be appropriate.

- a) Participant Observation
- b) Focus Groups Discussions



## **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.

**End of Paper**