



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN HUMAN
RESOURCE MANAGEMENT

BMS 034: FUNDAMENTALS OF RESEARCH METHODS

DATE: 2/6/2018

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

- i) Question one is compulsory and choose any other two.
- ii) Cheating will lead to disqualification.
- iii) Mobile phones are prohibited in the exam room.

QUESTION ONE (COMPULSORY) (30 MARKS)

In the recent past the commercial banks have witnessed a significant increase in the use incentives in employee rewards by central bank to motivate the employees with the aim of improving overall productivity of the company. Co-operative which is one of the leading commercial banks in Kenya with its headquarters in Nairobi and branches in Mombasa, Kisumu, Nakuru and Nyeri has been practicing reward management for the last two years. Grace who is a newly appointed CEO of Co-operative bank is interested in establishing whether there is indeed a relationship between employer reward and organizational productivity.

Suppose Grace has hired you as a business consultant to carry out the research for her.

- a)
 - i) Formulate a suitable research title you would give the study. (2 marks)
 - ii) Write down a possible research purpose for your study. (4 marks)
 - iii) Develop 3 key research objectives you would wish to research on with relation to your title. (3 marks)
 - iv) Formulate 3 key research questions you would seek to answer with relation to your objectives in (III) above. (3 marks)

- b) I) Examine any 3 reasons you would give to Grace for choosing to select a sample as opposed to carrying out a census. (6 marks)
II) Analyze the steps you would follow in selecting the sample. (5 marks)
- c) Develop a possible conceptual framework for your study (7 marks)

QUESTION TWO (20 MARKS)

- a) Analyze the importance of literature review in any research (10 marks)
- b) Discuss the strength of an interview as a method of data collection. (10 marks)

QUESTION THREE (20 MARKS)

- a) Briefly discuss the qualities of a good research. (10 marks)
- b) Sampling design can either be probabilistic or non-probabilistic. Briefly discuss any THREE non-probabilistic and two probabilistic sampling methods. (10 marks)

QUESTION FOUR (20 MARKS)

- a) State and explain the components of a good research problem. (10 marks)
- b) Examine the merits and limitations of the observation method in collecting data. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Differentiate between simple and systematic random sampling. (4 marks)
- b) Stratification is especially useful when a population is characterized as heterogeneous sub-population or strata. What should one consider when doing stratified sampling? (6 marks)
- c) Identify the factors to consider when coming up with a title. (10 marks)