



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BSU 305: RESEARCH METHODS

DATE: 18/4/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Instructions: Answer question **ONE** (*Compulsory*) and **any other two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

In today's world we are being faced with a myriad of problems and challenges which keep us looking for solutions. As a result the subject of research has become one of the most emphasized disciplines in both the academic circles and the industry. Researchers have formed alliances and collaborations with the aim of conducting meaningful research. It is through research that we are able to invent and also to innovate and improve continuously on all the existing products. However in current world practices, research has been structured, with generic procedures and standards that are generally acceptable worldwide. Usually the researcher will identify a problem which requires research to be carried out. He will then proceed to come up with a research proposal which will clearly explain the research to be carried out, the expected outcomes, and also the timelines of the research work, among others. It also details what other researchers have done in past on similar issues. It will also outline how the research work shall be undertaken.

- a) In a research study the researcher must first undertake a detailed review of all related literature. Explain the main purpose of literature review in a research project. (12 marks)

- b) Briefly state and explain Six items that appear in **Chapter Three** in a research proposal (12 marks)
- c) Explain the term **theoretical framework** and explain its purpose in a research study (6 marks)

QUESTION TWO (20 MARKS)

- a) The research objectives guide the research as they point out the specific facts that the researcher intends to establish. Discuss four qualities of good research objectives. (8 marks)
- b) Discuss four sampling methods which may be used in collecting a sample. (12 marks)

QUESTION THREE (20 MARKS)

- a) State and explain any five unethical practices in a research study (10 marks)
- b) Describe any four data collection tool and how they are used (10 marks)

QUESTION FOUR (20 MARKS)

- a) Write short notes on the following
- i) Sampling frame (2 marks)
 - ii) Reliability (2 marks)
 - iii) Conceptual framework (2 marks)
 - iv) Research hypothesis (2 marks)
 - v) Independent variable (2 marks)
- b) Discuss the main purposes of research (10 marks)

QUESTION FIVE (20 MARKS)

- a) State a researchable topic of your choice. (3 marks)
- b) Using the selected topic develop:
- i) Statement of the problem (5 marks)
 - ii) State four objectives for your topic (5 marks)
 - iii) State any four assumptions you may make when undertaking your study (7 marks)