



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT

SCIENCES

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN
ACCOUNTANCY**

BMS 034: RESEARCH METHODS

DATE: 29/5/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

1.
 - a) State five advantages of interviews over questionnaires. (10 marks)
 - b) Differentiate between the following terminologies
 - (i) Qualitative research
 - (ii) Quantitative research (4 marks)
 - c) Describe at least four types of non-probability sampling procedures. (8 marks)
 - d) Highlight four importance of a research design. (8 marks)
2.
 - a) Explain four points that should be taken into consideration when discussing data. (8 marks)
 - b) Distinguish between the following terms:
 - (i) Descriptive statistics and inferential statistics
 - (ii) Parametric tests and Non-parametric tests
 - (iii) Univariate statistical analysis and multivariate statistical analysis (6 marks)
 - c) Explain three major methods used to present data. (6 marks)

3. a) Describe four types of research designs which can be used to solve a research Problem. (8 marks)
 b) Discuss three advantages and disadvantages of observational methods. (12 marks)
4. a) Compare primary sources of data to secondary sources of data. (10 marks)
 b) Explain five methods of probability sampling. (10 marks)
5. a) Explain the meaning of the term research proposal. (2 marks)
 b) Discuss the major sections of a research proposal. (18 marks)