



MACHAKOS UNIVERSITY COLLEGE

**(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year**

SCHOOL OF BUSINESS AND ECONOMICS

**DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES**

**SECOND SEMESTER EXAMINATION FOR CERTIFICATE IN SUPPLY CHAIN
MANAGEMENT**

BSUA 050: RESEARCH METHODS

Date: 9/12/2015

Time: 2 HOURS

INSTRUCTIONS:

Question One Is Compulsory and Any Other Two Questions

QUESTION ONE (30 Marks)

- a) State the meaning of research (2 marks)
- b) Highlight three uses of research (3 marks)
- c) Differentiate between sample and parameter (2 marks)
- d) Highlight five characteristics of qualitative research (5 marks)
- e) Mention five sampling techniques (5 marks)
- f). Highlight five methods of data presentation (5 marks)
- g) Explain four uses of computer in research case studies (8 marks)

QUESTION TWO (20 Marks)

In your area of specialization, choose a research topic and identify the following

- (i) The problem statement
- (ii) The purpose statement
- (iii) Objective
- (iv) Hypotheses

QUESTION THREE (20 Marks)

- a) What is research design (2 marks)
- b) In relation with descriptive research explain the following
 - (i) Naturalistic observation research
 - (ii) Participant observations
 - (iii) Interviews and questionnaires
 - (iv) Case studies (8 marks)
- c) Explain five ways through which one can identify a research topic. (10 marks)

QUESTION FOUR (20 Marks)

- a) What is a research proposal (2 marks)
- b) Explain the contents of a research proposal (4 marks)
- c) Give four sampling techniques (4 marks)

QUESTION FIVE (20 Marks)

Explain the outline of a research report (20 marks)

QUESTION SIX (20 Marks)

- a) Explain five types of correlational research design (10 marks)
- b) Explain five methods of doing quantitative research (10 marks)