



# **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**

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## **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)