



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

FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF COMMERCE

BSU 305: RESEARCH METHODS

Date: 1/8/2016

Time: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE: (30 MARKS)

The CEO at XYZ limited is worried at the growing trend of employees experienced staff leaving, the organization. Over the past few months, 10 out of 30 key staff have resigned citing various reasons.

Assuming the CEO has appointed you to investigate this phenomenon.

- a) Outline a fitting topic and explain the choice of topic/title for the study (6 marks)
- b) Identify and describe the key variables of your study. (6 marks)
- c) What research questions and objectives would your study adopt (6 marks)
- d) Literature review is an important part of research. Explain what literature review is and why you would conduct literature review is (6 marks)
- e) Describe the research design you would adopt for the study and explain the choice of research design selected (6 marks)

QUESTION TWO (20 MARKS)

- a) Identifying the population in research is the first step in effective data collection. Define the term population and the following related terms (sampling, sampling technique, sampling frame) (10 marks)
- b) Define the term “conceptual framework” and explain the importance of a conceptual framework in research. (10 marks)

QUESTION THREE (20 MARKS)

- a) Briefly explain any five reasons why business/marketing managers need to know about research. (10 marks)
- b) Distinguish between theoretical and empirical literature review, and explain the purpose of each type of review. (6 marks)
- c) Describe the various tools of data collection (4 marks)

QUESTION FOUR (20 MARKS)

- a) Distinguish between the following methods of sampling: (4 marks)
 - i. Stratified sampling and cluster sampling.
 - ii. Systematic sampling and simple random sampling.
 - iii. Accidental sampling and snow ball sampling.
 - iv. Quota sampling and multi-stage sampling.
- b) The beginning point of any research is the identification of a research problem. Elaborate. (5 marks)
- c) Distinguish between quantitative and qualitative research. (5 marks)
- d) Differentiate between primary and secondary data and identify the sources of each. (6 marks)