



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

RESEARCH METHODS

DATE:

TIME:

INSTRUCTIONS:

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

The term research refers to a systematic investigation into a problem with a view of coming up with a solution. Currently Research informs all inventions and innovations around the Globe. In Japan, the guiding principle towards research is known as Kaizen, which means continuous improvement. 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.

1. a) Using examples to illustrate your answer, explain why research is carried out
(6 marks)
- b) With reference to a formal research proposal, discuss **Six** items contained in
chapter three(Research methodology) (12 marks)

- c) Explain the term **conceptual framework** and explain its purpose in a research study (8 marks)
- d) State and explain qualities of good research objectives (4 marks)
- 2. (a) Using relevant examples to illustrate your answer, distinguish between type 1 error and type 2 errors in hypothesis testing. (6 marks)
- (b) Discuss four sampling methods which may be used in collecting a sample. (14 marks)
- 3. (a) State and explain any five ethical practices in a research study (10 marks)
- (b) Describe any three data collection tool and how they are used (10 marks)
- 4. Write short notes on the following
 - a) Conceptual framework (5 marks)
 - b) Research hypothesis (5 marks)
 - c) Sampling Frame (5 marks)
 - d) Theoretical review (5 marks)
- 5. a) Design a researchable topic of your choice. (2 marks)
- b) Using the selected topic develop:
 - i) Three Research objectives (6 marks)
 - ii) Statement of the problem (6 marks)
 - iii) Research hypothesis (6 marks)