



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF COMMERCE

BSU 305: RESEARCH METHODS

DATE: 24/9/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

1. A farmer had a cow which used produce milk for sale in the local market. One day he discovered that every Saturday the amount of milk produced twice as more than all the other days. He has approached you and requested you to conduct a structured research to investigate the reason for this unusual occurrence.
 - (a) Construct s good topic for this research. (2 marks)
 - (b) Discuss the importance of literature review in carrying out this research (10 marks)
 - (c) Formulate four specific objectives for your study (12 marks)
 - (d) Discuss any three research designs known to you (6 marks)
2.
 - (a) Clearly distinguish between **Validity** and **Reliability** evaluating research tools (10 marks)
 - (b) Discuss five sampling methods that a researcher can use to collect data (10 marks)
3.
 - (a) Design and state a good research topic of your choice (5 marks)
 - (b) Using the topic you have chosen, develop three **Hypothesis** statements (9 marks)
 - (c) Draft an **Abstract** for your research proposal (6 marks)
4.
 - (a) Explain four unethical practices in research (12 marks)
 - (b) List the items found in the preliminary pages of a research report (8 marks)
5. Explain the research methodology process (20 marks)