



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 MASTERS IN BUSINESS
ADMINISTRATION

BSU 805: BUSINESS RESEARCH METHODS

Date: 9/12/2015

Time: 11:00 – 2:00 PM

INSTRUCTIONS

Answer Question **One** and Any Other **Three** Questions

QUESTION ONE (COMPULSORY)-24 Marks

- (a) Distinguish between research methods and research methodology. Explain the key objectives of research. (4 marks)
- (b) You are interested in carrying out a survey to establish factors that have led to low agricultural productivity in Machakos County, Kenya.
- (i) Give a suitable topic for the study and list the characteristics of a good research topic. (4 marks)
- (ii) Formulate the problem and identify the specific objectives for the study (4 marks)

- (iii) Identify the data you are likely to collect for the study. What will be the source of your data? (4 marks)
- (iv) What problems are you likely to face while collecting this data? (2 marks)
- (v) What data collection technique will you employ to collect the data? Justify your answer. (2 marks)
- (c) Discuss the characteristics of a good sample design. (4 marks)

QUESTION TWO – 12 Marks

Suppose you are required to take a sample of 1000 from the following population of Machakos city;

	MALE			FEMALE		
AGE	Low income	Middle income	High income	Low income	Middle income	High income
Less than 30 years	4500	3500	1500	5000	3000	1500
Over 30 years	2000	2500	900	3000	2000	800

- (a) If the purpose of the sample is to study the consumption and savings of these individuals, explain the appropriate method of sampling to be applied and show the composition of this sample. (6 marks)
- (b) What practical problems are you likely to face as you attempt to obtain the sample? How will you deal with these problems? (6 marks)

QUESTION THREE- 12 Marks

- (a) Explain what is meant by literature review and discuss its importance to a researcher. (7 marks)
- (b) List the characteristics of a good literature review. (5 marks)

QUESTION FOUR- 12 Marks

- (a) Explain why sampling is necessary in social science research. (4 marks)
- (b) Why is tabulation of data considered essential in a research study? Narrate the characteristics of a good table. (8 marks)

QUESTION FIVE – 12 Marks

- (a) Explain the guiding considerations in the construction of a questionnaire (4 marks)
- (b) Examine the merits and demerits of interview method in collecting material. (8 marks)