420

(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

(MMUST)

MAIN/BUNGOMA/WEBUYE/ CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FORTH YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

BACHELOR OF COMMERCE/BSC ACCOUNTING

COURSE CODE: BCB 316

COURSE TITLE: RESEARCH METHODS

DATE: MONDAY 15TH APRIL 2024 **TIME: 3.00-5.00 PM**

INSTRUCTIONS TO CANDIDATES
Answer **QUESTION ONE** and **ANY OTHER TWO** questions.

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE (30 MARKS)

a) The attributes of a business and management research topic do not vary a great deal between universities (Raimond 1993), although there will be differences in the emphasis placed on different attributes. If you are undertaking your research project as part of a course of study the most important attribute will be that it meets the examining body's requirements and, in particular, that it is at the correct level. This means that you must choose your topic with care. Based on the above choose a researchable topic in your area of specialization and state the following.

   i. Three research objectives for your chosen topic (3 marks)

   ii. Three research hypothesis for your chosen topic (3 marks)

b) Explain the different steps involved in a research process. (10 marks)

c) Highlight the Criteria of Good Research (7 marks)

d) What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. (7marks)

QUESTION TWO

a) "Empirical research in Kenya in particular creates so many problems for the researchers". State the problems that are usually faced by such researchers. (10 marks)

b) Good research requires the researcher to carry out a thorough literature review. In view of the above:

   (i) Explain why literature review is necessary (5 marks)

   (ii) Highlight any 5 sources of literature review (5 marks)

QUESTION THREE

a) Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in Kenya? Explain its merits and demerits. (10 marks)

b) Data analysis techniques are chosen depending on the nature of data purpose of study and objectives stated, when does a researcher use non parametric techniques to analyse his/her data. Give examples of the techniques. (10 marks)

QUESTION FOUR

a) Distinguish between:

i. Convenience and purposive sampling (4 marks)

ii. Systematic and stratified sampling (4 marks)

iii. Cluster and area sampling (4 marks)

b) Describe four levels of measurement scales applicable to instrument development (8marks)

QUESTION FIVE

a) Briefly discuss what research means to you and describe how you, as manager, might apply the knowledge gained about research (4marks)

b) In your own words, describe the scientific method and state why it is an essential aspect of business research. (4marks)

c) What do you understand by a research problem and what key elements should it have (6marks)

d) Explain any five determinants of an ideal sample size. (5 marks)