



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 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: 25/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

The Global trend today is to invent and innovate. In essence it is only through research that businesses are able to improve on their products in order to compete effectively in the market place. The industry requires continuous research in order to achieve this. In Japan for example the government has embarked on what they call KAIZEN which means continuous improvement, and people are encouraged to continuously improve thro continuous research. This has led to a great prosperity of the country in productivity especially in the automotive industry. The same way Kenya is trying to embark on the same using academic and industrial research. As a result the subject of research has become one of the most emphasized disciplines in both the academic circles and the industry. 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 aresearch 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. This way a research gap can be identified, which is the basis of the research work being undertaken

QUESTION ONE (30 MARKS)

- a) With reference to the above, discuss **five** reasons why research is conducted (5 marks)
- b) Briefly state and explain three items that appear in **Chapter three** of a research proposal (9 marks)

- c) Using a relevant illustration, explain the term **conceptual framework** and explain its purpose in a research study (12 marks)
- d) Using relevant examples to illustrate your answer, distinguish between type 1 Error and type 2 Error (8 marks)

QUESTION TWO (20 MARKS)

- a) A researcher must formulate the appropriate research objectives to guide his study. Discuss four qualities of good research objectives. (8 marks)
- b) State and explain four sampling methods that can be used to collect a sample. (12 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the purpose and the contents of a research Abstract in a proposal (10 marks)
- b) Describe any three data collection tool and how they are used (10 marks)

QUESTION FOUR (20 MARKS)

Morris is a manager of a large manufacturing company in Nairobi, The Company has a staff of 132 people where 48 are office staff and the rest are casual workers. He has established that during the last two months, 80% of the entire staff have left the company to seek jobs in other factories situated in the same area and therefore the company keeps replacing old with new staff. He feels that there is a problem which requires to be researched on.

Required

- a) Construct a good research topic for this problem. (4 marks)
- b) Formulate four research objectives for the research work (4 marks)
- c) State four research hypothesis for the study (4 marks)
- d) State any four assumptions you will likely make in this research study (8 marks)

QUESTION FIVE (20 MARKS)

- a) Write short notes on the following
- i. Validity (3 marks)
 - ii. Research Hypothesis (3 marks)
 - iii. Conceptual framework (3 marks)

- iv. Sample population (3 marks)
- b) Discuss the difference between research objectives and hypothesis (8 marks)