

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 401: RESEARCH METHODOLOGY

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: MONDAY 05/07/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions.
- Do not write anything on this question paper.

QUESTION ONE (COMPULSORY)

In the recent past, the Jua Kali sector in Kenya has attracted a lot of attention because of the important role it plays in generation of employment opportunities and industrialization process. The sector has the capacity to mobilize investments and produce affordable goods and services to the people of Kenya. In spite of the great contributions the sector can make to the development of our economy, the government has not put up measures that can support and protect this sector. This is because the performance of the sector has been affected by various factors among them: harassment of owners and destruction of their businesses by county government askaris, lack of access to affordable credit, competition, increased cost of raw materials used in the production process among other factors.

In response to the increased pressure and demand from the general public towards the national government to improve the sector, the ministry of trade and industrialization has directed you as the lead researcher to conduct a research aimed at revamping the sector.

Required:

- (a) Formulate an appropriate title for the research. (2 marks)
- (b) Develop four suitable objectives that would be appropriate for the study. (4 marks)

- (c) Identify suitable research questions for the study. (4 marks)
- (d) Draw schematic diagram of conceptual framework that you will adopt for this study. (6 marks)
- (e) Discuss the reasons why a questionnaire would be an appropriate tool for data collection in this study. (8 marks)
- (f) Outline the ethical issues you will put into consideration while conducting your research. (6 marks)

QUESTION TWO

- (a) Distinguish between the following types of research:
 - (i) Descriptive vs analytical research (4 marks)
 - (ii) Conceptual vs empirical research (4 marks)
- (b) Discuss any four types of non-probability sampling methods in research process. (8 marks)
- (c) Explain the concepts of validity and reliability of research instruments. (4 marks)

QUESTION THREE

- (a) The first step in a research process involves defining and selecting the research problem. Explain the various considerations the researcher will observe when selecting a research problem. (10 marks)
- (b) Highlight the purpose of research hypothesis. (6 marks)
- (c) What are the qualities of a good research in business management? (4 marks)

QUESTION FOUR

- (a) Discuss the reasons why literature review is considered important for any research to succeed. (10 marks)
 - (b) Distinguish between primary data and secondary data and set out the various sources of information for secondary data in research. (10 marks)
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