

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE

BCOM 401: RESEARCH METHODOLOGY

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/02/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

1. Answer questions 1 (one) and any other two questions
2. Marks will be awarded for clarity and originality of ideas
3. Do not write on the question paper

1.

- a) In every study, there must be variables that the researcher wants to investigate. What is a variable and what types of variables would a researcher encounter in a study based on how the variables relate to each other in the study? (10 marks)
- b) Discuss measurement scales showing the types of scales that researchers can apply in their studies (10 marks)
- c) Explain any five scientific hallmarks of a good research (10 marks)

2.

- a) What does research mean and what process does a researcher follow in conducting research? (10 marks)
- b) You want to conduct a study on the problems experienced by students in attending classes with the COVID-19 Pandemic. You have decided to collect data using observation method. Set out any five advantages and five disadvantages you are likely to encounter with this method (10 marks)

3.

- a) Over time ethical considerations have taken a more significant role in scientific research. Discuss any five such considerations the researcher has to make in his/her study (10 marks)
- b) Literature review is a crucial component of any research process. Explain what is literature review and the purpose of conducting literature review (10 marks)

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- 4.
- a) Simple random sampling is said to be the purest form of sampling. Explain this method with the aid of a practical example of how you would apply it (10 marks)
 - b) Distinguish between reliability and validity and the types of validity that researchers need to check for (10 marks)
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