

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE / BACHELOR OF COOPERATIVE MANAGEMENT

**BCOM 401: RESEARCH METHODOLOGY**

**STREAMS: BCOM & BCOP Y4S1**

**TIME: 2 HOURS**

**DAY/DATE : WEDNESDAY 22 /09/ 2021**

**8.30 AM – 10.30 AM**

#### **INSTRUCTIONS TO CANDIDATES:**

- Answer Question One and any other Two Questions.
- Marks will be awarded for clarity and originality of ideas
- DO NOT WRITE ANYTHING on the question paper.

#### **QUESTION ONE**

*As an upcoming researcher in business management, you believe that business characteristics affect employee productivity. This, is because these characteristics influence employee motivation which makes workers more productive. However, you feel that this effect really depends on the employees' attributes. You are not sure if this applies to all organizations and you therefore want to conduct this study.*

- a) Explain the types of study variables that researchers encounter in their studies illustrating your responses with examples from the above scenario. [12 Marks]
- b) present a conceptual model depicting the relationships between the variables in this scenario. [5 Marks]
- c) Outline the specific objectives envisaged in this scenario. [3 Marks]
- d) With reference to the research environment, set out the research designs that a researcher can adopt and identify the most appropriate for the study in the above scenario.

[7 Marks]

e) Propose a topic for the above study.

[3 Marks]

**QUESTION TWO**

a) Explain what probability sampling is and distinguish between stratified and cluster sampling techniques. [10 Marks]

b) Distinguish between a theoretical framework and a conceptual framework and set out the reasons why you as a researcher would conduct literature review. [10 Marks]

**QUESTION THREE**

a) Ethics in research refer to norms that guide moral choices about our relationship with others. Identify any five participants in a research process and show an ethical guideline which seeks to safeguard that participant. [10 Marks]

b) Measurement is a critical exercise in research. What is the goal of measurement and which characteristics do researchers use in determining mapping rules? [10 Marks]

**QUESTION FOUR**

a) You are concerned about the fees default rates among students and have decided to carry out a study to find out the problems being faced by the students. You are trying to decide between interviews and questionnaire for data collection. Explain the factors that you would consider in making this decision, practically illustrating how they would influence your choice between the two data collection techniques. [10 Marks]

b) Distinguish between a dimension and an indicator as applied in research and set out the hallmarks of scientific research. [10 Marks]

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