

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION  
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS  
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 401: RESEARCH METHODOLOGY**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 05/11/2021**

**11.30 A.M - 1.30 P.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**

**Question One**

- In every study, there must be variables that the researcher wants to investigate. What is a variable and what variables would a researcher encounter in a study based on how the variables relate to each other in the study? (10 marks)
- Briefly explain what an operational definition is and choose any two concepts in business and provide their operational definitions. (5 marks)
- What conditions would a diligent researcher check for to ensure that a research problem exists? (5 marks)
- You would like to understand why students have problems with payment of fees every semester. You have decided to apply stratified sampling to collect the data for your study. Explain stratified sampling and practically demonstrate how you would apply this technique in your intended study showing the disadvantages you are likely to experience. (10 marks)

**Question Two**

- Distinguish between research methods and research methodology and set out the measurement scales commonly applied in research. (10 marks)

- b) What are citations and why are they important? (5 marks)
- c) Describe a research design and the types of research designs with reference to the researcher's control of the variables. (5 marks)

**Question Three**

- a) It is crucial for a researcher to adhere to ethical standards in conducting his research. Failure to which, the researcher may not achieve his intended goals. Discuss any five ethical considerations the researcher has to make in his/her study. (10 marks)
- b) A good measure must be reliable and valid. Distinguish between reliability and validity and set out the types of internal validity that a researcher should check for in measurement. (10 marks)

**Question Four**

- a) Your county government wants to determine the level of satisfaction with the service delivery among the citizens. A research consultant has advised your governor to collect data by use of a questionnaire. However, your governor does not understand why. Discuss for your governor five merits and five demerits associated with questionnaires. (10 marks)
  - b) Distinguish between conceptual and empirical research and set out the hallmarks of scientific research. (10 marks)
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