

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 401: RESEARCH METHODOLOGY**

**STREAMS: BCOM (ODEL)**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 22/07/2021**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

- **Question ONE is compulsory and any other TWO.**

**QUESTION ONE**

- (a) Unstructured questionnaires provide a general guide but allow the respondent to respond freely. Identify some of the disadvantages of this method. (10 marks)
- (b) Telephone interviews involves contacting respondents over the telephone. Discuss some of the advantages of this method. (10 marks)
- (c) The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement and analysis of data. Discuss features of a good research design. (10 marks)

**QUESTION TWO**

- (a) According to Maylor and Blackmon (2005) suggest that objectives needs to be clearly stated. Discuss some of the guideline when drafting research objectives. (10 marks)
- (b) The research topic is probably the most difficult and most important part of a research. The research topic should be appropriate and feasible. Describe some of the features of a good research topic. (10 marks)

**QUESTION THREE**

(a) The research problem must be defined unambiguously since it affects the rest of the research process. Outline some of the guidelines in defining research problem. (10 marks)

(b) Discuss necessary steps followed in research. (10 marks)

**QUESTION FOUR**

(a) Generally, good research applies scientific method i.e. it is systematic and applies empirical procedures that can be replicated. Outline the distinguish characteristics of good research.

(10 marks)

(b) Naturally, people are curious and their interaction with the world around them. Identify the importance of research on day to day life. (10 marks)

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