CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 401: RESEARCH METHODOLOGY

STREAMS: BCOM   **TIME: 2 HOURS**

DAY/DATE: TUESDAY 10/08/2021   **11.30 A.M – 1.30 P.M.**

INSTRUCTIONS:

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

Question One

a) 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)

b) Discuss measurement scales showing the types of scales that researchers can apply in their studies   (10 marks)

c) Explain what research means and set out the scientific hallmarks of a good research
(10 marks)

Question Two

a) Identification of the research problem is a crucial step in the research process since it forms the basis of all other decisions in the process. What are the prerequisite conditions for the existence of a research problem?   (5 marks)

b) You want to conduct a study on the problems experienced by students in coping with the COVID-19 Pandemic. You have decided to apply systematic random sampling. Describe how you would go about selecting your sample using this method and outline four advantages associated with this method.   (10 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) 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)

Question Four

a) Distinguish between primary and secondary data and explain the disadvantages associated with the questionnaire method of data collection. (10 marks)

b) Explain validity and the types of validity that researchers need to check for (10 marks)