

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 442: RESEARCH METHODS

STREAMS:BEEM Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 20/09/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS

- **Answer question 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

Entrepreneurship scholars argue that the characteristics of an entrepreneur lead to enterprise longevity. This is because the entrepreneur can exploit these skills to ensure the venture's success. However, this is dependent on the industry that the entrepreneur ventures in. You as a young scholar want to investigate this and would like to carry out a study on this.

- (a) Discuss 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 and the null hypotheses you would set up in this scenario. [6 marks]
- (d) With reference to the time dimension, set out the research designs that a researcher can adopt and identify the most appropriate for the study in the above scenario. [5 marks]
- (e) Propose a topic for the above study. [2 marks]

QUESTION TWO

- (a) Non probabilistic sampling leads to more bias in sample selection however researchers may still apply such techniques. Discuss five circumstances in which the researcher may prefer to apply non probabilistic sampling techniques. [10 marks]
- (b) Distinguish between operational and conceptual definitions in research and explain the operations that you would need to perform as a researcher when processing data you have collected from the field. [10 marks]

QUESTION THREE

- (a) Distinguish between theoretical literature and empirical literature and set out six reasons why citations are important. [10 marks]
- (b) Measurement should be precise, unambiguous and practical from an operational point of view but sometimes errors still occur. Differentiate systematic and random errors and discuss what practically involves in measurement. [10 marks]

QUESTION FOUR

- (a) Personal interviews usually provide researchers with the opportunity to clarify issues. Discuss the types of personal interviews a researcher can apply and set out any six weaknesses associated with personal interviews. [10 marks]
- (b) 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]
-