

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: THURSDAY 13/12/2018

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

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

1. Entrepreneurship scholars argue that the characteristics of an entrepreneur including risk taking discipline and creativity lead to enterprise longevity. This is because the entrepreneur can harness these skills to ensure the success of his organization. However, not all people possess these qualities in equal measure and so it may be imperative to understand the influence of these skills on the enterprise.

(a) Identify the study variables involved in the above scenario. [3 marks]

(b) Present a conceptual model depicting the relationships between the variables in this scenario. [4 marks]

(c) Set out the general and specific objectives envisaged in the above scenario. [4 marks]

(d) The variables envisaged in this scenario can be measures on different measurement scales. Discuss measurement scales showing the types of scales that researchers can apply in their studies. [9 marks]

(e) Explain what research means and set out the scientific hall marks of a good research.

[10

marks]

2. (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) To increase generalizability, scientific researchers prefer to use probabilistic sampling design. Elucidate this statement, highlighting any four probability sampling techniques. [10 marks]
- (c) Describe a research design and the types of research designs with reference to the time of the study and the researcher's control of the variables. [5 marks]
3. (a) Overtime ethical consideration 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 components of any research process. Explain what is literature review and the purpose of conducting literature review. [10 marks]
4. (a) Distinguish between primarily and secondary data and briefly explain the pros and cons associated with the questionnaire method of data collection. [10 marks]
- (b) Distinguish between reliability and validity and the types of validity that researchers need to check for. [10 marks]
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