

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF PROCUREMENT AND LOGISTICS MANAGEMENT**

BPLM 450: RESEARCH METHODOLOGY

STREAMS: BPLM Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 10/12/2018

2.30 PM – 4.30 PM

INSTRUCTIONS:

ATTEMPT QUESTION ONE AND ANY OTHER QUESTIONS

QUESTION ONE

- (a) Briefly explain what research is and describe the research process. [6 marks]
- (b) In research process, the first and foremost step happens to be that of selecting and properly defining a research problem. A researcher must find the problem and formulate it so that it becomes susceptible to research. Like a medical doctor, a researcher must examine all the symptoms (presented to him or observed by him) concerning a problem before he can diagnose correctly. What is research problem? Briefly explain the critical aspects that should be considered if a research problem is to be said to exist. [6 marks]
- (c) The organization Principle of literature review can be either chronologically or thematically structured. Explain. [6 marks]
- (d) Briefly explain what is meant by operational definition. Choose any two variables or concepts that are relevant to the field of study and operationalize them. [6 marks]
- (e) Discuss what goodness of measures means, and why it is necessary to establish it in research. [6 marks]

QUESTION TWO

- (a) Explain any four factors that a researcher should take into account when arriving at a sample size. [4 marks]

- (b) Literature review is a critical aspect in scientific research process. Explain the importance of literature review in any scientific inquiry at the proposal development stage. [8 marks]
- (c) Discuss any four sources of measurement errors in business research and suggest how the errors can be minimized in order to enhance the quality of a research results. [8 marks]

QUESTION THREE

Supporting your answer with an example where applicable, write short notes on each of the following aspects in research.

- (i) Conceptual framework [6 marks]
(ii) Research design [4 marks]
(iii) Purpose of preparing a research proposal [6 marks]
(iv) Ordinal scale versus interval scale [4 marks]

QUESTION FOUR

- (a) Distinguish between the following concepts in research methodology.
- (i) Reliability and validity of measurements in business research. [4 marks]
(ii) Applied research and pure research [4 marks]
(iii) Dependent variable and independent variable [2 marks]
- (b) Ethics in research process has assumed considerable significance. Discuss any ten key ethical issues in business research. [10 marks]
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