

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & THARAKA

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF COMMERCE & BACHELOR OF COOPERATIVE
MANAGEMENT

BCOM 401: RESEARCH METHODOLOGY

STREAMS: BCOM, BCOP Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

QUESTION ONE

Behavioural scholars believe that leadership skills including verbal assertiveness, creativity and approachability largely affect organization performance. This is because the leader can harness these skills to encourage employee productivity. Given that people have varying levels of these skills, it is imperative to study their effect on organization performance. All the same this effect is contingent upon the industry that the organization is operating in.

- (a) Identify the key study variables involved in the above scenario [4 marks]
- (b) Present a conceptual model depicting the relationships between the variables in this scenario [5 marks]
- (c) Outline the specific objectives envisaged in this scenario [5 marks]

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- (d) With reference to the research environment, set out the research designs that a researcher can adopt and identify the most appropriate for the study in the above scenario. [7 marks]
- (e) Explain what probability sampling is and distinguish between stratified and cluster sampling techniques. [9 marks]

QUESTION TWO

- (a) Measurement should be precise and unambiguous but sometimes errors still occur. Differentiate systematic and random errors and set out the sources from which such errors can arise from. [10 marks]
- (b) Distinguish between a theoretical framework and a conceptual framework and set out the reasons why you as a researcher would conduct literature review. [10 marks]

QUESTION THREE

- (a) Over time ethical considerations have taken a more significant role in scientific research. Discuss any five practices that would be considered as research dishonesty showing how a diligent researcher can avoid them. [10 marks]
- (b) A good measure must be valid. Explain validity showing the different classifications of validity that a researcher should check for in measurement and how you would check for them. [10 marks]

QUESTION FOUR

- (a) Your friend wants to determine what foods the students at Chuka University prefer since she wants to set up a hotel at the students centre. She has been advised to consider between interviews and questionnaire for data collection but she does not know how to decide between the two. Explain the factors that you would consider in making this decision, practically illustrating how they would influence your choice between the two data collection techniques. [10 marks]
 - (b) Distinguish between a concept and an indicator as applied in research and describe the hallmarks of scientific research. [10 marks]
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