

**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: FRIDAY 06/12/2019**

**8.30 A.M. – 10.30 A.M.**

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**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**

*Research in entrepreneurship argue that the characteristics of the entrepreneur including cognitive factors, social networks and prior experience lead to business success. This is because these characteristics help in opportunity identification which result in business success. However, entrepreneurs differ in how much of these skills they possess so it is important to understand the influence of these characteristics on the success of the business. In addition, the characteristics of the entrepreneur have a stronger effect on business success when there are favorable environmental trends.*

- (a) Identify the key study variables involved in the above scenario. (4 marks)
- (b) Present a conceptual model depicting the relationship between the variables in this scenario. (5 marks)
- (c) Propose a topic for the study envisaged in this scenario. (3 marks)
- (d) With reference to the time dimension, which research design will you apply for this study and why? (3 marks)
- (e) What conditions would you check for to ensure that a research problem exists in the above scenario? (5 marks)

- (f) The variables envisaged in this scenario can be measured on different measurement scales. Discuss measurement scales showing the types of scales that researchers can apply in their studies. (10 marks)

**QUESTION TWO**

- (a) Non probabilistic sampling leads to more bias in sample selection however researchers may still apply such techniques. Outline four reasons why researchers may adopt non probability sampling and explain the non-probability methods they can apply. (10 marks)
- (b) Literature review is a very tedious exercise and yet many researchers still conduct extensive review of literature. 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 such considerations the researcher has to make in a study. (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've collected from the field. (10 marks)

**QUESTION FOUR**

- (a) Discuss the observation method of data collection in detail showing the types of observation and any three pros and three cons associated with this method. (10 marks)
- (b) Sound measurement must meet the reliability criteria. Explain reliability showing the perspectives of reliability and how you as a researcher would ensure your instrument conforms to all the reliability perspectives. (10 marks)
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