

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT AND ECONOMICS & STATISTICS

ECON 440: RESEARCH METHODOLOGY

BBAM 400: RESEARCH METHODS

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

- **Answer question one and any other two questions**

1. (a) What is meant by term 'research'? Explain the significance of research in modern times. [5marks]

(b) Using classic examples, explain the basic criteria a researcher would apply in selecting an appropriate research design for a study. [4marks]

(c) A prevalent theory is that the diversity of the workforce (comprising people of different ethnic origins, races and nationalities) contributes more to organizational effectiveness because each group brings its own special expertise and skills to the workplace. This synergy can be exploited, however, only if managers know how to harness the special talents of the diverse work group: otherwise they will remain untapped.

Required :

- (i) Identify the study variable in the above research excerpt.
 - (ii) Present a diagrammatic representation /conceptual model of the relationship among the variables. [4marks]
- (d)The organizing principle of literature review can either be chronically or thematically structured. Explain. [4marks]

- (e) Describe what a ‘sampling design’ is and briefly explain the characteristics of a good sample design. [5marks]
- (f) Explain purpose and the key aspects that must be included in an abstract for a research report. [4marks]
- (g) Distinguish between reliability and validity of measurement in business research. [4marks]
2. (a) 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 conditions that should be met if a research problem is to be said to exist. [8marks]
- (b) Briefly explain what is meant by operational definition. Choose any two variables or concepts that are relevant to the field of business/economics and operationalize. [4marks]
- (c) Describe the most widely used classification of measurement scales used in social science research and give an example for each. [8marks]
3. (a) Discuss the 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. [8marks]
- (b) Table 12A summarizes the results of data analyses of research conducted in a sales organization that operates in 50 different towns in the country, and employs a total sales force of about 500. The number of salesman sampled for the study was 150.

Table 12A

Means ,standard deviations, minimum and maximum

Variable	Mean	Std deviation	Minimum	Maximum
Sales (in 1,000 of ksh)	75.1	8.6	42.2	97.3
No.of salesmen	25	6	5	50
Advertisement (in 1,000 of ksh)	10.3	5.2	6.1	15.7

Required :

Interpret the information contained in the table. [4marks]

- (c) Literature review is a critical aspect in the scientific research process. Explain the importance of literature review in any scientific inquiry. [8marks]
4. (a) Ethics research process has assumed considerable significance. Discuss the key ethical issues in business research. [10marks]
- (b) Write short notes on:
- (i) Unit of analysis [3marks]
- (ii) Cross sectional research design. [3marks]
- (c) Briefly explain the purpose of preparing a research proposal? [4marks]
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