

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 400: RESEARCH METHODOLOGY

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 13/09/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Attempt all questions**

Question One

a) Briefly explain what is meant by research. (2 marks)

b) Mr. Alex Kamau, the owner of several restaurants at the Kenyan Coast, is concerned about the wide differences in their profit margins. He would like to try some incentive plans for increasing the efficiency levels of those restaurants that lag behind. But before he actually does this, he would like to be assured that the idea would work. You have been approached to as a researcher to assist to determine the following:

i) The purpose of the study (2 mark)

ii) The type of investigation (2 marks)

iii) The study setting (2 marks)

iv) The unit of analysis (2 marks)

c) Distinguish between applied research and fundamental research (4 marks)

d) The organizing principle of literature review can be either chronologically or thematically structured. Explain. (4 marks)

e) Briefly explain what is meant by operational definition. Choose any two variables or concepts that are relevant to the field of study and operationalize. (6 marks)

f) 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)

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 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. (8 marks)

Question Three

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

- i) Research design (4 marks)
- ii) Purpose of preparing a research proposal (4 marks)
- iii) Ordinal scale versus interval scale (4 marks)
- iv) Unit of analysis (4 marks)
- v) Rating scales versus ranking scales (4 marks)

Question Four

- a) Distinguish between reliability and validity of measurements in business research. (4 marks)
- b) Explain the purpose of adopting theory in research. (6 marks)

- c) Ethics in research process has assumed considerable significance. Discuss the key ethical issues in Business research. (10 marks)
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