

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

FOURTH YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF SCIENCE
IN ECONOMICS AND SOCIOLOGY

ECON 440: RESEARCH METHODOLOGY

BBAM 400: RESEARCH METHODS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 24/07/2018

8.30 A.M - 10.30 A.M

INSTRUCTIONS:

- Answer **Question ONE** and any other **TWO Questions**.
- Do not write anything on the Question paper.

(a) Define business research and explain its purpose on modern society. [6 Marks]

(b) A researcher has hypothesized that most effective managers grew up in the rural areas, studied sciences, married early and rarely shift jobs.

Required:

(i) Suggest a suitable title for the research. [2 Marks]

(ii) Identify the independent, dependent or other types of variables (fully justify your classification) [4 Marks]

(c) “Literature review should be avoided in research projects. It consumes time and involves regurgitating what other scholars have already addressed”. As a researcher, what is your view of this sentiment? [6 Marks]

(d) In management and behavioural science areas, it is not always possible to conduct investigation that are 100% scientific in the sense that unlike in physical sciences, the results obtained will not be exact and error-free.

Required:

Explain three reasons why it is not possible to meet all the hallmarks of scientific research.

[6 Marks]

(e) Research design in a blueprint or structure within which research is conducted.

Required:

Explain the basic issues in a research design. [6 Marks]

QUESTION TWO

(a) Explain the differences between the following:

- (i) Quantitative and qualitative research [4 Marks]
- (ii) Exploratory and causal research [4 Marks]
- (iii) Reliability and validity [4 Marks]

(b) Explain the four levels of measurement of data. Give an example for each case. [8 Marks]

QUESTION THREE

(a) A sample design is a definite plan for obtaining a sample from a given population.

Required:

Briefly explain any four types of non-probability sampling techniques that can be applied to obtain a sample. [8 Marks]

(b) Discuss the four major sources of measurement error. Illustrate how each of these might affect measurement results in a face-to-face interview situation. [12 Marks]

QUESTION FOUR

(a) Ethics in research process has assumed considerable significance. Discuss the key ethical issues in Business research. [10 Marks]

(b) The primary purpose of a questionnaire is to help extract data from respondents. It serves as a standard guide for the interviews who each need to ask the questions in exactly the same way. Without this standard, questions would be asked in a haphazard way at the discretion of the individual. Questionnaires are also an important part in the data collection methodology. They are medium on to which responses are recorded to facilitate data analysis.

Required:

Identify five categories of people to take into consideration when designing a questionnaire indicating their expectation. [10 Marks]

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