

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: MONDAY 16/12/2024

11.30 A.M – 1.30 P.M.

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

Entrepreneurship scholars argue that business owner characteristics including age, gender and education level affect the performance of the business. This in your view does not sound true. As a research student in entrepreneurship, you want to carry out a study on this.

- a) Explain and illustrate the types of variables involved in the above scenario (6 marks)
- b) Present a conceptual model depicting the relationships between the variables in this scenario (5 marks)
- c) Outline the general and specific objectives envisaged in this scenario (4 marks)
- d) With reference to the topical scope, set out the research designs that a researcher can apply and identify the most appropriate research design for this study (5 marks)
- e) Define measurement and the measurement scales you can apply in this study (10 marks)

QUESTION TWO

- a) What is research and what are the hallmarks of scientific research? (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 should conduct literature review (10 marks)

QUESTION THREE

- a) 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)

- b) Discuss the interview method of data collection in detail showing the types of interviews and any four advantages associated with this method. (10 marks)

QUESTION FOUR

You are concerned with the increasing levels of depression among the youth and you believe that if you conducted a study among the fourth year students, you might uncover the problem.

- a) Explain cluster sampling technique and practically demonstrate how you will go about this study using this method (10 marks)
- b) Which five ethical considerations would you adhere to in carrying out this study? (10 marks)
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