

CHUKA UNIVERSITY

RESIT/SPECIAL EXAM MAY 2025

UNIT: RESEARCH METHODOLOGY

UNIT CODE: BCOM 401

ANSWER QUESTION ONE AND ANY OTHER TWO UNIT TITLE:

QUESTION ONE

- (a) Discuss various methods applied in probability sampling method (10 marks)
- (b)** Discuss any **FIVE** ethical considerations while carrying out a research (10 marks)
- (c) Naturally, people are curious and in their interaction with the world around them. Citing various examples discuss the characteristics of a good research design (10 marks)

QUESTION TWO

- (a) Naturally, people are curious and in their interaction with the world around them. Citing various examples discuss the importance of a good research Topic(10 marks)
- (b) When writing a research paper Researchers must acknowledge they are using the ideas, information or arguments of others, whether they are directly quoted or not. Distinguish between a theoretical and empirical review (10 marks)

QUESTION THREE

- (a)** Discuss some of the benefits of using observation as a method of data collection (10 marks)
- (b) Identify some of the considerations in selecting appropriate data collection method (10 marks)

QUESTION FOUR

- (a) Discuss the main Steps involved in Sample Design (10 marks)
- (b) Analyze the advantages of personal interviews over other types of data collection methods (10 marks)