



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BSU 305: RESEARCH METHODS

DATE: Wednesday 17th May 2017

TIME: 8.00a.m -10.00a.m

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO.

1. a) In carrying out research one is always aiming at achieving a particular purpose. Identify and explain five of these purposes. [10marks]
- b) Research is supposed to be driven by a specific research problem and therefore the researcher should identify the problem. Briefly discuss the ways of identifying this problem. [5marks]
- c) Enumerate the research ethics which a sponsor is supposed to observe in the process of carrying and executing a research. [10marks]
- d) A researcher has the option of identifying suitable research designs for his/her study. Enlist five of the applicable research designs in areas of business. [10marks]
2. a) Discuss the four levels of measurement as used in research. [10marks]
- b) Using relevant examples explain the sources of measurements differences in research. [10marks]

3. Write short explanation on the following
- i) Quantitative research [4marks]
 - ii) Construct validity [4marks]
 - iii) Sampling error and Non-response error [4marks]
 - iv) Questionnaire [4marks]
 - v) Observation [4marks]
4. i) Explain in detail the procedure for testing hypothesis in research undertaking. [5marks]
- ii) A researcher has to do literature review for the purpose of building up the knowledge and the problem behind the study. Illustrate the main sources of literature review. [10marks]
- iii) Discuss five guidelines for writing a good research report. [5marks]