

**TECHNICAL UNIVERSITY OF MOMBASA**

**EXAMINATION RUBRIC**

**SCHOOL OF BUSINESS**

**DEPARTMENT OF BUSINESS ADMINISTRATION/ DEPARTMENT OF  
ACCOUNTING AND FINANCE**

**PAPER: COMMON**

**COURSE/CLASS: BACHELOR OF COMMERCE III / BACHELOR OF BUSINESS  
ADMINISTRATION III**

**UNIT CODE: BAC 4304**

**UNIT NAME: RESEARCH METHODS**

**SERIES: MAY 2016**

**PAPER DURATION: 2 Hours**

**NO. OF STUDENTS:**

**INSTRUCTIONS TO CANDIDATES:** Attempt Question 1 (compulsory) and any other two questions.

### **Question One**

- a) Discuss FIVE areas where insight to understand and formulate solutions can be sought through application of research in businesses today. ( 10 Marks)
- b) Several methods can be used to gathering information about a situation, person, Problem or phenomenon. Discuss some effective and commonly used methods of data collection in research (10 marks)
- c) Having decided what you want to study about, the next question is: How are you going to conduct your study? Discuss the components of a research design ( 10 Marks)

### **Question two**

- d) Discuss any five reasons that can justify the use of stratified random sampling. ( 10 Marks)
- e) Discuss any four non probability sampling methods. ( 10 Marks)

### **Question Three**

- a) Whatever the type of research of research study. It is important that they meet common ground of scientific method employed by them. Discuss the criteria that can applied to qualify a research as good. (10 Marks)
- b) When writing a formal report it is important to follow the correct format .Discuss the main chapters required in a research report. (10 Marks)

### **Question Four**

- a) Researcher and research does not always go as anticipated in plan. Discuss the problems encountered by researchers in Kenya. ( 10 Marks)
- b) Discuss any five ethical considerations that have to be upheld when carrying out a research. ( 10 Marks)

### **Question Five**

- a) Discuss the five non comparative scaling techniques( 10marks)
- b) Data editing is essential before analysis is carried out. Discuss Five objectives of data editing.( 10 Marks)