



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business and Social Studies***

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN ELECTRICAL & ELECTRONIC ENGINEERING  
BACHELOR OF BUSINESS ADMINISTRATION  
BACHELOR OF COMMERCE

**BAC 4304: RESEARCH METHODS**

END OF SEMESTER EXAMINATIONS

**SERIES: APRIL 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

***This paper consists of Two printed pages***

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**QUESTION 1 (Compulsory)**

- a) One of the challenges encountered by a researcher in collection of data is non-response from the respondents. As a qualified researcher, advice on the methods that may help in maintaining non-response at low level. **(10 marks)**
- b) What considerations ought to be made when selecting a research problem? **(5 marks)**
- c) Distinguish between basic and applied research. **(5 marks)**
- d) Literature review makes a great contribution to understanding and developing a research area. Briefly discuss the main purpose of carrying out literature review. **(10 marks)**

## QUESTION 2

Discuss the practices that may be considered unethical in each of the following research designs:

- a) Survey research design. **(10 marks)**
- b) Experimental research design. **(10 marks)**

## QUESTION 3

- a) Questionnaire are an efficient data collection mechanism for business research. Briefly discuss the advantages of the following modes of data collection by questionnaires:
  - i) Personally administered questionnaires. **(6 marks)**
  - ii) Mail questionnaires. **(6 marks)**
  - iii) Electronic questionnaires. **(6 marks)**
- b) Other than questionnaire, state other **TWO** methods of data collection employed in business research. **(2 marks)**

## QUESTION 4

Your supervisor has given you an assignment to collect information from clients who visit your firm. The information is to be captured through the following questions:

- How old are you?
- Do you own a car
- Where in the coastal region do you reside
- How would you rank the following car Model that we sell in term of popularity (Toyota, Nissan, BMW, JAQUAR).
- How pleased are you with our services.

- a) Demonstrate the scale of measurement that you will use for the responses to each question. **(10 marks)**
- b) Demonstrate the descriptive statistics you will use to analyse and present the findings to your supervisor. **(10 marks)**

## QUESTION 5

- a) Discuss any **FIVE** probability sampling techniques that can be applied in a research process. **(15 marks)**
- b) To be accurate, a measuring device has to be both valid and reliable. Explain the statement, highlighting the meaning of reliability and validity. **(5 marks)**