



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

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN MATERIALS AND PROCUREMENT MANAGEMENT  
DIPLOMA IN LOGISTICS AND TRANSPORT MANAGEMENT  
DIPLOMA IN HUMAN RESOURCE MANAGEMENT  
DIPLOMA IN BUSINESS ADMINISTRATION  
DIPLOMA IN BUSINESS MANAGEMENT

**BAC 2204: RESEARCH METHODS/METHODOLOGY**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

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

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

### QUESTION 1 (Compulsory)

- a) i) Define the term research. (2 marks)  
ii) State **FOUR** objectives of research. (2 marks)
- b) i) Clearly give distinction between applied research and basic research. (2 marks)  
ii) Explain the difference between probability sampling and non-probability sampling, and explain **THREE** types of non-probability sampling. (8 marks)
- c) i) Explain **FIVE** ethical issues in research. (10 marks)  
ii) State **SIX** reasons why samples are used. (6 marks)

### QUESTION 2

- a) Explain the layout of research report. (10 marks)
- b) Explain the steps taken in questionnaire construction. (10 marks)

### QUESTION 3

- a) Discuss **FOUR** guiding principles in the choice of a topic. (8 marks)
- b) State **EIGHT** reasons for conducting literature review. (4 marks)
- c) State **FOUR** goals of literature review. (4 marks)
- d) State **FOUR** characteristics of a good problem statement. (4 marks)

### QUESTION 4

Differentiate between the following types of research designs highlighting instances most suitable for each case:

- a) Descriptive research design (5 marks)
- b) Exploratory research design. (5 marks)
- c) Case study (5 marks)
- d) Survey research design. (5 marks)

### QUESTION 5

- a) Discuss research process in detail. (8 marks)
- b) i) State **FOUR** motivations in research. (4 marks)  
ii) State **THREE** advantages of secondary data. (3 marks)  
iii) Explain **FIVE** reasons why managers need to understand research. (5 marks)