



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BAC 4304: RESEARCH METHODS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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

QUESTION 1 (Compulsory)

Kiziwi Bottlers Limited, a large local manufacturer and distributor of soft drinks, has been in operation since 2000. The company performance has been satisfactory until 2010, when the sales started declining. A management consultant contracted by the company to investigate into the problem advised that the company was having an employees motivation problem. Arising from the consultant's advice and recommendations, the company implemented both financial and non-financial motivations to the employees. The situation has not yet improved. Another consultant contracted has given an alternative advice that the company investigates whether the non-financial motivation really influences the performance of the company.

Required:

- a) What would be your independent variables and independent variable? Would you consider an intervening variable, and if so, which one? **(5 marks)**
- b) Formulate **FIVE** objectives for your proposed study. **(10 marks)**
- c) Develop a conceptual framework for your proposed study. **(7marks)**
- d) Formulate **FOUR** directional research hypotheses for your study. **(4 marks)**
- e) What title would you give to your study? **(4 marks)**

QUESTION 2

- a) A questionnaire and an interview guide are the most popular data collection tools used in business-related research. What guidelines and precautions should be taken into account in preparing these instruments. **(12 marks)**
- b) Explain any **FOUR** types of validity in business research methods. **(8 marks)**

QUESTION 3

- a) The research process follows the scientific method. Discuss. **(10 marks)**
- b) Many researchers start the research process by conducting a review of literature. Justify this practice. **(10 marks)**

QUESTION 4

- a) The cluster sampling method is very similar to stratified sampling method. What are the major steps in cluster sampling? **(12 marks)**
- b) Explain any **FOUR** major types of measurement scales used in business research measurement. **(8 marks)**

QUESTION 5

- a) The longitudinal and cross-sectional research designs are closely similar except for some minor differences. What are the similarities? Explain the differences between them. **(12 marks)**
- b) Explain the major parts of a research proposal. **(8 marks)**