

**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 and any other two questions.

Q1. Compulsory

The management of a local microfinance organization is interested in adopting mobile banking services for its clients. This is in line with the theory of diffusion and adoption of innovation. However, before it is implemented, the management wants to establish the factors influencing adoption of mobile banking so as to find out whether these factors can work for or against its adoption in the company.

Required

- a) What title would you give to the proposed study? (2 marks)
- b) What are the independent variables and independent variable for the study? (5 marks)
- c) Formulate FIVE suitable objectives for the study (10 marks).

- d) Formulate FOUR alternative research hypotheses for the study. (4 marks)
- e) Draw a conceptual framework for the study (6 marks).
- f) What techniques would you use to analyze the data for the study? (3marks)

Q2.

- a) Discuss the descriptive research design as it applies to business research (10Marks).
- b) Discuss the threats to internal validity of research instruments (10Marks).

Q3.

- a) Explain the role of literature review in research planning (10 marks)
- b) Explain the scientific method as it applies in research. (10Marks)

Q4.

- a) Interviews are a common method in data collection. What are its weaknesses? (10 marks).
- b) Describe the requirements of the APA format with regard to writing Chapter 4 and 5 of the academic research project report (10 Marks).

Q5.

- a) Explain the role of inferential statistics in data analysis (10 Marks).
- b) Explain the main components that make up a research proposal. (10 Marks).