



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS & SOCIAL STUDIES
DEPARTMENT OF MANAGEMENT SCIENCES

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

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATIONS
SERIES: MAY 2016
TIME: 2HRS

INSTRUCTIONS:

- This paper consists of **A** and **B**.
- Section A is Compulsory. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room
- Cheating leads to disqualification.
- This paper consists of three printed pages.

QUESTION 1

GULSHAN HARDWARE

Gulshan hardware was started in 2003. It had 10 employees including the General Manager and Sales Manager. The business was making good profits from 2003 to 2015 when its profits started to decline. In 2015, the General Manager decided to increase the number of employees to 12. By the end of 2015, the profit margins declined further and the General Manager wasn't impressed with the situation. He decided to talk with the sales manager about a recovery plan but even after this talk the hardware did not register any significant financial improvement. The General Manager decided it was time to sack the sales manager but the Board of Directors intervened. You are consulted to conduct a study in order to establish the root cause of the problem.

Required:

- a) Formulate **THREE** specific objectives for your study. (6mks)
- b) Explain **THREE** methods of data collection which can be used in the study. (12mks)
- c) Outline the importance of carrying out research in Gulshan Hardware. (4mks)
- d) Discuss any problems likely to be encountered in data collection in the above case. (4mks)
- e) Name and explain **FOUR** characteristics that will make the above study qualify as a good research. (4mks)

QUESTION 2

- a) Define the following terms as used in research:
 - i. Target population (2mk)
 - ii. Sample (2mks)
 - iii. Variable (2mks)
 - iv. Data (2mks)
 - v. Parameter (2mks)
- b) Discuss **FOUR** types of research (10mks)

QUESTION 3

- a) Explain the different types of measurement scales used in research (12mks)
- b) Using relevant examples, discuss ethical issues in research. (8mks)

QUESTION 4

- a) Define:
 - i. Probability sampling (2mks)
 - ii. Non-probability sampling (2mks)

- b) Discuss **FOUR** types of non-probability sampling techniques. (8mks)
- c) Discuss **FOUR** types of variables in research. (8mks)

QUESTION 5

- a) Explain **SIX** threats to internal validity in research. (12mks)
- b) Outline the format for research report writing. (8mks)