



TECHNICAL UNIVERSITY OF MOMBASA

DEPARTMENT OF ELECTRICAL & ELECTRONIC ENGINEERING

UNIVERSITY EXAMINATION FOR:

BACHELOR OF SCIENCE IN ELECTRICAL & ELECTRONIC
ENGINEERING

BMS 4400: BUSINESS RESEARCH METHODS

END OF SEMESTER ORDINARY EXAMINATION YEAR 4

SEMESTER 1

SERIES:DECEMBER2016

TIME:2HOURS

DATE:Pick DateSelect MonthPick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions.

Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question one

XY College is a training institute specializing mainly in technical courses. The institute offers certificate and diploma courses. The college is of late experiencing enrolment problems. For the last three years, examination results have indicated a downward trend. This has happened despite the fact that the college has employed trained lecturers. The performance shows most of the students from the college cannot make a transition to degree courses. This needs to be reversed. The factors responsible for the poor performance are not well understood. Assume you are asked

to conduct a research on 'Effects of learning resources on academic performance of studies in XY College,' answer the following questions;

Required:

- a) Identify the independent and the dependent variables in this research/ study (4 marks)
- b) Explain an appropriate research design for this study (3 marks)
- c) State three groups of people who would constitute your target population (3 marks)
- d) i) Explain two appropriate research instruments that you would use in this study (4 marks)
ii) State four advantages of each of the research instruments in d) i). (8 marks)
- e) Formulate any four research objectives for your study (4 marks)
- f) Come up with two possible major findings of the study (4 marks)

Question two

- a) Explain four importance of research in management (8 marks)
- b) Identify six sources of research problems (6 marks)
- c) Explain three ways of assessing reliability of research instruments (6 marks)

Question three

- a) Explain any four types of probability sampling methods (8 marks)
- b) Enumerate three factors that influence the sample size (6 marks)
- c) Analyze any three types of research that a researcher may adopt in carrying out a study (6 marks)

Question four

- a) Explain your understanding of 'ethics in research.' (4 marks)
- b) Discuss four ways in which a researcher can ensure plagiarism and deception are controlled while conducting research. (8 marks)
- c) Assume you want to use children as respondents in your research work, outline four considerations that you must bear in mind before involving them (8 marks)

Question five

- a) Distinguish between structured and unstructured questionnaires (8 marks)
- b) State two advantages of each of the type of questionnaires discussed in question 5. a) above (8 marks)
- c) Discuss any four characteristics of a good hypothesis (4 marks)