TECHNICAL UNIVERSITY OF MOMBASA

DEPARTMENT OF ELECTRICAL & ELECTRONIC ENGINEERING

UNIVERSITY EXAMINATION FOR:

BACHELOR OFSCIENCE IN ELECTRICAL &

ELECTRONICENGINEERING

BMS 4400: BUSINESS RESEARCH METHODS

END OF SEMESTER SPECIAL/ SUPPLEMENTARY

EXAMINATION YEAR 4 SEMESTER 1

SERIES:DECEMBER2016

TIME:2HOURS

DATE:Pick DateSelect MonthPick Year

<u>**Instructions to Candidates**</u>
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

a) State five reasons why the review of literature is necessary in research (10 marks)
b) Define the term Research Design and discuss four types of design (10 marks)
c) Maria decided to use structured interviews in data collection. Justify why that decision was made(10 marks)

Question Two

a) After reading your proposal the supervisor suggests that non probability sampling should be used. Define non- probability sampling and indicate reasons that may have contributed to that suggestion (10 marks)

b) Define plagiarism and indicate its negative effect on research(10 marks)

Question Three

a) Describe the process of hypothesis testing (12 marks)
b) Discuss the importance of having a research proposal before conducting research (8 marks)

Question Four

a) State any six determinants of sample size(6 marks)
b) Enumerate the reasons for sampling (14 marks)

Question Five

a) Explain the following concepts as used in scientific research. (6 marks)
   i)   Type 1 error
   ii)   Type 11 error
   iii)   Hypothesis testing
b) Define a variable (2 marks)
c) Outline four types of variables used in research (12 marks)