



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

MASTER OF BUSINESS ADMINISTRATION/MASTER OF SCIENCE IN

SUPPLY CHAIN MANAGEMENT

BMS 5201: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 10 Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

Do not write on the question paper.

Question ONE: Compulsory

The management of a local organization is concerned about the huge amounts of its budget handled by the procurement function. They are interested in implementing measures to make the procurement function more effective. However, they are not sure of the priority factors influencing its effectiveness (achievement of objectives). They have approached you for research assistance to find out the factors influencing the effectiveness of the procurement function.

Required:

- Suggest a suitable title for the proposed study (1 Marks)
- Draw a suitable conceptual framework for the study (4 Marks)
- Formulate 5 specific research objectives for the study (10 Marks)
- Formulate 5 directional research hypotheses for the study (10 Marks)

SECTION II: Attempt any THREE questions from this section. Each question carries 25 marks

Question TWO

The Likert method has been used in designing of research questionnaires to measure many psychological constructs. Discuss the Likert method and justify its use in social sciences. What issues need to be addressed in using a Likert scale? (25 Marks)

Question THREE

The American Psychological Association format is one of the formats recommended for writing research reports locally. Demonstrate with relevant examples the requirements of this format in writing Chapter 4 and 5 of the research report (25 marks)

Question FOUR

Discuss probabilistic sampling and indicate the steps to be followed in determining a sample under any two of the techniques therein. (25Marks).

Question FIVE

Discuss the concept of validity as used in research. How can a student researcher validate his research instruments? (25 Marks)