



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE/BUSINESS ADMINISTRATION

BAC 4304: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 1 Nov 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 question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

Question ONE

- Distinguish between cross sectional and longitudinal research (6 Marks)
- Give the different methods that are used in research to collect primary data. Highlight the relevance of each and the circumstances under which they are used. (10 Marks)
- Enumerate the different sources of secondary data (10 Marks)

Question TWO

- Discuss the various types of probability sampling techniques(10 Marks)
- Literature review is an integral part of the research process. Discuss(10 Marks)

Question THREE

- a) A survey is conducted to analyze the status of employment of the recently graduated students of a technical university. It is planned to conduct stratified sampling for this study. So, the population which consists of different colleges is divided into three strata i.e. government colleges, private colleges and aided colleges. In order to achieve uniform standards, proportionate stratified sampling is to be used for the study. The total number of engineering colleges is 200. The number of the engineering colleges in the three categories i.e government colleges, private colleges and aided colleges are 20, 50 and 130. If the sample size is 20, determine the number of colleges to sampled from each category.(10 Marks)
- b) Discuss the various types of measurement scales (10 Marks)

Question FOUR

- a) Highlight the significance of coding and editing data in research (10 Marks)
- b) Differentiate between basic and applied research. (10 Marks)

Question FIVE

- a) Whatever the type of research of research study. It is important that they meet common ground of scientific method employed by them. Discuss the criteria that can applied to qualify a research as good. (10 Marks)
- b) Researcher and research does not always go as anticipated in plan. Discuss the problems encountered by researchers in Kenya. (10 Marks)