



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 (Compulsory)

- 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) For a questionnaire to be comprehensive for use in data collection its components have to be grouped into five sections. Discuss. (10 Marks)
- c) Distinguish the following
 - a) Theoretical framework and analytical model (5 Marks)
 - b) Research Questions and hypothesis (5 Marks)

Question Two

- a) The preparation of a research design requires that it is appropriate for a particular research problem. Discuss the considerations that can enable the development of an appropriate research design. (10 marks)

- b) There are several ways of collecting data appropriate for a research problem. Discuss any five methods that can be applied in data collection (10 Marks)

Question Three

- a) Discuss the five non-comparative scaling techniques(10marks)
- b) Discuss two types of descriptive research designs. (10 marks)

Question Four

- a) Discuss any five reasons that can justify the use of stratified random sampling. (10 Marks)
- b) Discuss any four non-probability sampling methods. (10 Marks)

Question Five

Measurement is defined as the assignment of numbers to characteristics of objects or events according to rules. The definition of measurement clearly states that the researcher should know that the measurement scale measures the characteristics of the objects or event and not the objects or events. Discuss four levels of measurement scales that a researcher can use. (20 marks)