



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT SCIENCE
UNIVERSITY EXAMINATION FOR:
DACC/DPMM/DBA/DLTM/DFOO
BAC2204: RESEARCH METHODS

END OF SEMESTER EXAMINATION
SERIES: AUGUST 2019
TIME: 2HOURS
DATE: 16Aug2019

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

- a) The Manager of Makuti Company observes that the morale of employees in her Company is low. She thinks that if their working conditions are improved, pay scales raised, and the vacation benefits made attractive, the moral will be boosted. She doubts, however, if an increase of pay scales would raise the morale of all employees.

Her conjecture is that those who have supplemental incomes will just not be ‘turned’ on by higher pay, and only those without side incomes will be happy with increased pay with resultant boost of morale. In light of this back ground,

- i. Briefly describe the problem in this situation? **(4 Marks)**
- ii. List and label the three (3) Independent variables, and one (1) dependent variable **(10 Marks)**
- iii. State three (3) Null hypotheses to guide a study in this situation **(7 Marks)**

- b) Why is it necessary to carry out Literature Review in research?

(10 Marks)

QUESTION Two

- a) Discuss any **Five** characteristics of a good research design. **(10Marks)**
- b) Describe any **Five** methods of data collection, highlight the strengths of each **(10 marks)**

QUESTION Three

- a) Discuss the importance of research proposals. **(10Marks)**
- b) A scientific research must be free of errors. Discuss the various sources or errors in research suggest ways of minimizing such errors. **(10Marks)**

QUESTION Four

- a) Describe any **Five** sources of secondary Data **(10Marks)**
- b) Discuss any **Five** probability sampling techniques **(10Marks)**

QUESTION Five

- a) Explain the Four Levels of measurement that are applied in research **(8 Marks)**
- b) Distinguish between qualitative and quantitative research. **(4Marks)**
- c) Identify and briefly describe any four (4) distinguishing characteristics of a quality research. **(8Marks)**