



# 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) A research proposal is a pre-requisite for any good research work. In the light of this statement, provide a justification for a research proposal. **(10Marks)**
- b) Outline four (4) ways that a researcher can use to identify a research problem. **(8 Marks)**
- c) Organizations face varied challenges in executing Business activities. There may be need to engage an external consultant to carry out a research in the organization. State Four benefits of hiring an external consultant **( 8Marks)**
- d) Distinguish between qualitative and quantitative research. **(4Marks)**

**QUESTION Two**

Write short notes on the following terms:

- |                                |                 |
|--------------------------------|-----------------|
| i. Sampling frame              | <b>(4marks)</b> |
| ii. Research method            | <b>(4Marks)</b> |
| iii. Measurement               | <b>(4Marks)</b> |
| iv. Target population          | <b>(4Marks)</b> |
| v. Data collection instruments | <b>(4Marks)</b> |

### **QUESTION Three**

- a) Describe the different steps involved in a research process. **(10Marks)**
- b) Discuss any five (5) approaches used in sampling **(10Marks)**

### **QUESTION Four**

- a) Discuss any Five ethical issues in research . Give examples where appropriate. **(10 marks)**
- b) Explain the structure of a research proposal **(10Marks)**

### **QUESTION Five**

- a) Describe the steps that are applied in data analysis **(10Marks)**
- b) Explain the following types of research Design **(10Marks)**
  - 1) Exploratory research designs
  - 2) Descriptive
  - 3) Case study research design
  - 4) Experimental research design
  - 5) Longitudinal