



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT SCIENCE

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE/BUSINESS ADMINISTRATION

BMS 4304: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: 17 Aug 2019

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

Read the case below, analyze it and answer questions that follow:

SIGNIFICANCE OF RESEARCH IN AN ECONOMY

Research refers to a search of knowledge through a systematic, scientific process. Research cuts across all disciplines. Research comprises defining and redefining problems, formulating objectives/hypothesis, collecting, organizing and evaluating data making deductions and reaching conclusions for decision making. Therefore research is a vital tool for organizations, governments, institutions and even for individuals. There exists various types of research, depending on the need and discipline.

Due to the foregoing reasons, TUM, as an institution has not been left behind in the research field, hence the need for the teaching of Research Methods at all levels.

Increased amount of research make progress possible. Research provides the basis for nearly all government policies and Institutions, policies in our economy. Research is equal important in solving various operational and planning problems in Business and Industry.

In studying social relationships and in seeking answers to social problems, research becomes very crucial. Students wishing to pursue their masters or PhD must write a research project or thesis as prove of career advancement. To professionals, like Ipsos synovate, research is a source of livelihood. For intellectuals and analysis, research is a vehicle through which generalizations of new theories is arrived at.

Required:

- (a) Explain precisely the meaning of research. [4 marks]
- (b) Evaluate the significance of research in providing the basis for government policies. [8 marks]
- (c) Decision making, in our institutions of learning, including TUM, involves research. Analyze this assertion with relevant examples. [8 marks]
- (d) Give **FIVE** advantages of using secondary data in research. (10 Marks)

Question TWO

- a) Define exploratory research design and give four examples of exploratory researches. (10 Marks)
- b) Discuss the process undertaken when designing a questionnaire to be used in data collection. (10 Marks)

Question THREE

- a) (a) Discuss any **FOUR** coding rules that you would apply when processing research data. (8 Marks)
- b) Highlight any **SIX** characteristics of a good hypothesis. (12 marks)

Question FOUR

- a) Highlight **FIVE** reasons why it is important to carry out literature review in research. (10 marks)
- b) Discuss the steps involved in interpretation of research findings. (10 Marks)

Question FIVE

- a) Highlight the steps involved in research report writing. (10 Marks)
- b) Define probability sampling and discuss any **FOUR** probability sampling techniques. (10 Marks)