



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 (30 MARKS)

- (a) With the help of a flow diagram highlight the research process. [10 marks]
- (b) Explain the following terms in the context of research methods [5 marks]
- (i) Research design
 - (ii) Sampling
 - (iii) Data Analysis
 - (iv) Research proposal
 - (v) Bibliography
- (c) Discuss the various components of research problem [5 marks]
- (d) Explain the general considerations when selecting a research topic. [10 marks]

QUESTION TWO (20 MARKS)

- a) Discuss the Four types of research. [12 marks]

- b) In any research the first step is to identify the problem and develop a problem statement. Explain what a problem statement is (4 marks)
- c) After identifying a problem and before a research project is implemented a justification is necessary. Explain why a justification is necessary. (4 marks)

QUESTION THREE (20 MARKS)

- (a) Highlight the importance of knowing how to conduct research. [2 marks]
- (b) With appropriate examples, differentiate between the following research terms;
 - (i) Research methods and research methodology [4 marks]
 - (ii) Research paper and research survey [4 marks]
 - (iii) In research, design is very important. Identify the characteristics of research objectives. [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Describe at least FIVE qualitative research methods. [10 marks]
- (b) Identify which of the following research could be quantitative research and which are qualitative research. [4 marks]
 - (i) Bournes and Mitchel (2002) undertook an in-depth study to describe the experience of waiting in a critical care waiting room.
 - (ii) Hupay (200) undertook a study that involved the development of a model explaining the psychosocial feeling safe was the overwhelming need of patients in the intensive care unit.
 - (iii) Mc Donald, Freeland, Thomas and Moore (2001) conducted a study to determine the effectiveness of a pre-preparation pain management intervention for relieving pain among elders undergoing surgery.
 - (iv) Sadala and Mendes (2000) explored the experiences of 18 nurses who cared for patients who had been pronounced brain dead but kept alive to serve as organ donors.
- (c) Differentiate between applied research and basic research [6 marks]

QUESTION FIVE (20 MARKS)

- (a) Discuss the ethical issues concerning research participants. [10 marks]
- (b) Highlight the benefits of empirical research. [10 marks]