



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
MASTER OF BUSINESS ADMINISTRATION
MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT
MASTER OF PROCUREMENT AND SUPPLY CHAIN MANAGEMENT
MASTER OF SCIENCE IN FINANCE
BMS 5101/BMS 5109: RESEARCH METHODS

SERIES: JULY 2025

TIME: 3 HOURS

DATE: 2 May 2025

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)

Advances in Information Communication Technologies together with the COVID-19 Pandemic have accelerated the rate of adoption of modern business methods in many fields and sectors. However, the effect of such adoption remains a subject of research agenda. The society of financial institutions in Kenya have approached you to carry out a survey to establish the effect of COVID -19 on the housing investment sector in Kenya.

Required:

- a) Suggest a suitable title for the proposed study. (1 marks)
- b) Draw a suitable conceptual framework for the study. (2 marks)
- c) Formulate FIVE specific research objectives for the study. (10 marks)
- d) Formulate FIVE directional research hypotheses for the study. (10 marks)
- e) Justify a research design for your study. (2 marks)

Question TWO

- a) Discuss the various probabilistic sampling methods a business researcher could use in a research study. (15 marks)
- b) Highlight the process of hypothesis testing. (10 marks)

Question THREE

- a) Measurement of research constructs is sometimes facilitated through research questionnaires consisting of items contained in measurement scales. Discuss the use of measurement as used in research indicating the various scales used. (11 marks)
- b) Discuss the various types of descriptive study designs applicable in business research. (14 Marks)

Question FOUR

- a) The review of literature forms the bedrock of a research study as the results could be useful before setting up a research study, during and after. Kindly assess the role of literature review during each stage of the research process. (15 marks)
- b) Describe the various types of variables applicable in research. Illustrate with relevant examples and diagrams. (10 marks)

Question FIVE

- a) Discuss the concept of reliability as it relates to data collection instrumentation in research. (15 marks)
- b) Describe the various components of an academic research report. (10 marks)