



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

SPECIAL/SUPPLEMENTARY EXAMINATION

BMS 5101/BMS 5109: RESEARCH METHODS

SERIES: JULY 2025

TIME:3HOUR

DATE:Pick DateJul2025

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)

The maritime sector is one of the sectors in Kenya whose major activities are carried out in Mombasa with the headquarters of most organizations domiciled there. The sector faces intense rivalry from other established firms operating on the global arena. The competitive dynamics in the sector are still not clear to both industry players and outside stakeholders. As a research consultant, you have been contracted by an umbrella body representing the industry players to carry out a study to establish the factors responsible for the high performance in the sector.

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) Literature review is the basis for academic research. Explain the ways in which the reviewing of literature contributes to research proposal planning. (10 marks).
- b) Sampling is a very important decision point in business research. Discuss the non-probabilistic sampling designs a business researcher would resort to. (15 marks)

Question THREE

- a) A good research instrument must pass the test of reliability. Examine the ways in which you would ensure that a research tool is reliable. (8 marks)
- b) Discuss the data collection methods a business researcher may use. (17 Marks)

Question FOUR

- a) Compare and contrast the administration of questionnaires with interviewing as methods of data collection in business research. (15 marks)
- b) Differentiate between parametric and non-parametric tests. (10 marks)

Question FIVE

- a) Explain the coding, editing and tabulation of data. (12 marks)
- b) Discuss various types of experimental research designs that are applicable in evaluation research in business projects. (13 marks)