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**KIBABII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**2020/2021 ACADEMIC YEAR**  
**MAIN EXAMINATION**  
**BACHELOR OF EDUCATION**

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**COURSE CODE: ECO 402**

**COURSE TITLE: RESEARCH METHODS IN BUSINESS AND ECONOMICS**

**DATE: 20<sup>TH</sup> JULY, 2021      TIME: 9.00AM – 11.00AM**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer a total of **three** questions; question **one** and any other **two** questions.
2. Question **one** carries **30** marks and each of the other two questions carry **20** marks each.
3. This examination has three printed pages.

### **Question One (Compulsory)**

- a) Different scholars have provided different definitions of academic research. Explain the meaning of academic research highlighting its key components. **[ 5 marks]**
- b) You are a member of the School management board of Achievers High School, a public institution that has been in operation for the last 15 years. The school has consistently posted below average grades at the Kenya Certificate of Secondary Education examinations. Being a well-grounded academic researcher, the board chairman has approached you to carry out a five-year research so as to establish why the school performs poorly. You are required to:
- i) State the characteristics of the research you will carry out to make it meet the standards of good academic research. **[ 3 marks]**
  - ii) Being a case study design, state the stages you will go through to plan and undertake this case study. **[ 5 marks]**
  - iii) Identify the techniques you will use in defining this research problem. **[4 marks]**
  - iv) You have established that the most appropriate data collection method is use of questionnaires. State the advantages of this method of data collection. **[4 marks]**
- c) Discuss the factors to consider in carrying out quantitative data analysis. **[5 marks]**
- d) A research report is the end product of an academic research. It comprises of preliminary pages; the main text; and the end matter. State the key sections to be included in the main text of the research report. **[4 marks]**

### **Question Two**

- a) Distinguish between research methods and research methodology **[3 marks]**
- b) A research hypothesis is proposition or a set of proposition set forth as an explanation for the occurrence of some specified group of phenomena. Discuss the characteristics of a good hypothesis. **[8 marks]**
- c) Distinguish between type 1 and type 2 errors in hypothesis testing. **[5 marks]**

- d) A Research design provides a framework for the collection and analysis of data. State the factors to take into consideration in coming up with a research design. [ 4 marks]

**Question Three**

- a) The concept of sample arises from the inability of the researchers to test all the individuals in a given population. State the other reasons why sampling must be undertaken in an academic research. [ 8 marks]
- b) Explain the characteristics of a good sample design [ 4 marks]
- c) Non-probability sampling is also known by different names such as deliberate sampling, purposive sampling and judgment sampling. It is applicable in market surveys and case studies. Discuss the examples of non - probability sampling techniques. [8 marks]

**Question Four**

- a) There are two main approaches to research: quantitative and qualitative data. Distinguish between these two approaches to research. [3 marks]
- b) Logic used in one of the bases of classification of research. Distinguish between deductive and inductive research approaches. [4 marks]
- c) The first step of conducting research is clarifying the research topic. Discuss the fundamentals of a good research topic. [8 marks]
- d) Conceptual literature concerns the concepts and theories of study and leads to the preparation of conceptual framework. Using suitable examples, distinguish between dependent and independent variables. [5 marks]

**Question Five**

- a) Research ethics refers to the appropriateness of the researcher behavior in relation to the rights of those who become the subjects of research. Explain any five of the ethical issues in research. [7 marks]
- b) Discuss the purpose of research proposal [5 marks]
- c) The aim of the final part of research report is to interpret the results of the research with regard to the research questions. Identify four techniques of data interpretation.

[ 8 marks]