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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 326

COURSE TITLE: RESEARCH METHODS

DATE: 01/09/2022

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a) A hypothesis is a researcher's production regarding the outcome of the study. What are the characteristics of a good hypothesis (5mks)
- b) Explain five major features to consider when designing a questionnaire as a research instrument. (5mks)
- c) The quality of research will entirely depend on variables generated by the researcher. Examine the different variables that can be generated by researchers. (10mks)
- d) Demonstrate why literature review is viewed as an important component in research project. (10mks)

QUESTION TWO (20 MARKS)

- a) Some studies involve large population of the target respondents and this makes it impossible to achieve the desired objectives. Explain the factors that can be considered in developing a sample design. (10mks)
- b) Describe the major components and contents of a research proposal. (10mks)

QUESTION THREE (20 MARKS)

- a) One of the most challenges facing researchers is the design of data collection instruments. Analyze the major instruments that can be used to collect data giving justification for each. (10mks)
- b) The efficiency of a research finding is reliant on the validity and reliability of the data collected. Explain the five measures a social scientist is likely to adopt in order to collect valid and reliable data for social study. (10mks)

QUESTION FOUR (20 MARKS)

- a) Most businesses lay a lot of emphasis on research. Assess the various types of research that can be undertaken by business organization. (10mks)
- b) A number of researchers and scholars advocate for the use of questionnaire as a tool for data collection in social researches. However, in an equal number, it is being criticized for a number of limitations. Justify the five major limitations of a questionnaire as an instrument of research. (10mks)

QUESTION FIVE (20 MARKS)

- a) Globalization and technological advances taking place have made research to be an inevitable feature. Examine the reasons as to why researchers find it necessary to conduct research. (10mks)
- b) In social academic research, both primary and secondary data are essential and in fact, they complement each other in the process of conducting a social research.
- i) Explain five values of secondary data in social research. (5mks)
- ii) Criticize in five points the use of secondary data in social research. (5m)