

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA /EMBU**

EXAMINATION FOR THE AWARD OF DEGREE IN BACHELOR OF COMMERCE

BCOM 400/401: RESEARCH METHODOLOGY

STREAMS:BCOM/BCOP Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer question one and any other two**

1. (a) What is meant by the term ‘research’? Explain the significance of research in modern times. [4marks]
(b) Distinguish between qualitative and quantitative approaches to social inquiry. [4marks]
(c) In an ongoing research suppose you conjecture that capping of interest rates would lead to depressed growth in the banking industry. This, you believe is due to weaker growth of credit in the private sector. However the effect will vary depending on the size of the bank.

Required :

Identify the variables involved in the phenomena and explain the relevance of each variable in research. [4marks]

(d) Literature review is the process of identification, location and analysis of documents containing information to the proposed research problem being investigated. In the light of this statement, explain ways in which review of literature helps a researcher.

[8marks]

- (e) Explain the utility and procedure for cluster and stratified sampling techniques in research. [6marks]
- (f) Distinguish between content and predictive validity of measurement in business research. [4marks]
2. (a) In research process, the first and foremost step happens to be that of selecting and properly defining a research problem. A researcher must find the problem and formulate it so that it becomes susceptible to research. Like a medical doctor, a researcher must examine all the symptoms (presented to him or resolved by him) concerning a problem before he can diagnose correctly. What is a research problem? Briefly outline the essential aspects that must be given due consideration in the statement of a research problem. [8marks]
- (b) Conceptualization in research is the process of development and clarification of concepts. In this regard, explain using any suitable concept what it entails:
- (i) Dimensions of a concept [2marks]
- (ii) Operational definition of a concept. [2marks]
- (c) Describe the most widely used classification of measurement scales in social sciences research and give an example for each. [8marks]
3. (a) Explain the concept of measurement error and discuss four major sources of measurement error in the research process. [8marks]
- (b) Explain the purpose and the key aspects that must be included in an abstract for a research report. [4marks]
- (c) The accuracy of what you find through your research endeavour, in addition to many other things, depends upon the sample size and the way you select your sample. Discuss the considerations in determining an appropriate sample size. [8marks]
4. (a) Ethics in the research process has assumed considerable significance. Discuss the key ethical issues relating to the researcher. [6marks]
- (b) Highlight the essence of research design in any study. [3marks]
- (c) Explain the following research designs.

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| (i) Before and after research design | [3marks] |
| (ii) Cross-sectional research design | [3marks] |
| (iii) Mixed methods research design | [3marks] |
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