



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR, DIPLOMA
IN BUSINESS MANAGEMENT**

BHR 050 – RESEARCH METHODS

DURATION: 2 HOURS

DATE:

TIME:

Instructions to candidates:

1. Answer question One and Any Other Two questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- (a) Outline five importance of literature review in research (5 marks)
- (b) State any three sources of research ideas (3 marks)
- (c) Describe the process of listing references of a book (3 marks)
- (d) Explain four challenges faced in writing effective background of a research (4 marks)
- (e) Discuss the following terms as used in research
 - i. Null hypothesis (2 marks)
 - ii. Alternative hypothesis (2 marks)
 - iii. Conflict theory in research (2 marks)
 - iv. Cluster random sampling (2 marks)
- (f) Outline four advantages of questionnaires in research (4 marks)
- (g) Highlight the six steps in data collection (3marks)

SECTION B: ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- (a) Describe steps involved in research process (10 marks)
- (b) Discuss any five challenges faced by researchers in data collection (10 marks)

QUESTION THREE

- (a) Write briefly on the following sampling techniques
 - i. Quota sampling (3 marks)
 - ii. Random sampling (3 marks)
 - iii. Systematic sampling (2 marks)
 - iv. Strategic sampling (2 marks)
- (b) Explain the following terms as used in research
 - i. Quantitative research (2 marks)
 - ii. Qualitative research (2 marks)
- (c) Outline four qualities of effective research proposal (4 marks)
- (d) Define problem statement as used in research (2 marks)

QUESTION FOUR

- (a) Differentiate between
Descriptive and exploratory research designs (4 marks)
- (b) Explain four advantages of interviews as an instrument of research (8 marks)
- (c) During a research to find incomes of traders in Kenol town, the following data was collected from respondents (figures are in thousands of shillings)

Income	class
30 – 35	8
35 – 40	13
40 – 45	12
45 – 50	14

50 – 55 8

55 – 60 10

- i. Find sample size (1 mark)
- ii. Mean income (4 marks)
- iii. Standard deviation (3 marks)