



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN
BUSINESS MANAGEMENT**

BCR 050 – RESEARCH METHODS

DURATION: 2 HOURS

DATE: 15/12/2017

TIME: 9.00 – 11.00 A.M.

Instructions to Candidates:

1. Answer **Question 1** 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 ONE - COMPULSORY

QUESTION ONE

- a) Research is carrying out a diligent inquiry or a critical examination of a given phenomenon.
Explain any five reasons why research should be conducted. (10 marks)
- b) Define the following terms (4 marks)
- i. Primary data
 - ii. Secondary data
- c) Describe the steps involved in developing the conceptual model (6 marks)
- d) Discuss five threats to internal validity (10 marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Research process consists of a series of actions or steps. Discuss the steps involved in this process (14 marks)
- b) Explain the Hallmarks of Scientific Research (6marks)

QUESTION THREE

- (a) Explain four categories of Social Scientific Research. (8 marks)
- (b) Discuss the strengths and weakness of field experiments (12 marks)

QUESTION FOUR

- (a) Discuss five reason for sampling in research process (10 marks)
- (b) Write short notes on the following.
- i. Parameter
 - ii. Target population
 - iii. Sampling Unit
 - iv. Sampling Frame
 - v. Sampling Scheme (10 marks)