University Examinations 2011/2012

THIRD YEAR, SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF COMMERCE AND YEAR THREE , SEMESTER TWO, BACHELOR OF
BUSINESS INFORMATION AND TECHNOLOGY

HBC2203: RESEARCH METHODOLOGY

DATE: APRIL 2012   **TIME: 2 HOURS**

INSTRUCTIONS: *Answer question **one** and any other **two** questions*

QUESTION ONE (30 MARKS)

    a. Write brief notes on the following terminologies as applied in social science research
   i. Applied research   (4 Marks)
  ii. Sampling techniques   (4 Marks)
 iii. Hypothesis   (4 Marks)
    b. Explain the concept of theoretical framework and state its importance in research
                                                                             (6 Marks)

    c. The university (Meru University College) wishes to involve you as one of the
       researchers to investigate why some students usually report late during the opening
       week every semester. You're required to.
       i. Write down a possible topic to help investigate the problem   (3 Marks)
      ii. State three measurable objectives that would guide this research(6 Marks)
    iii. Explain appropriate research designs that the researcher would use to gather
         data.   (3 Marks)

QUESTION TWO (20 MARKS)

Literature review in research is geared towards isolating research knowledge gaps that
exist among researched works and the current problem under investigation.

    a. By giving relevant examples in business, enumerate the importance of literature
       review   (10 Marks)
    b. In your own opinion, do you think carrying out research in business management is
       important or not. Explain your suggestions while giving valid examples.

                                                                                 (10 Marks)

QUESTION THREE (20 MARKS)

A questionnaire is the most popular tool for collecting data as recommended by experienced researchers. Discuss a questionnaire as an appropriate instrument for gathering data.

(20 Marks)

QUESTION FOUR (20 MARKS)

a. Some research findings fail to capture the actual substance for which the investigation intended to capture due to picking of the wrong sample of respondents. Explain

(15 Marks)

b. Analyze the concept of data tabulation in research (5 Marks)