

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR IV SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR COMMERCE**

**HBC 2203: RESEARCH METHODS**

**DATE:AUGUST 2015 TIME: 2 HOURS:**

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

**QUESTION ONE**

**a.** Define the following terms used in Research

 i. Sample

 ii. Variable

 iii. Data

 iv. Validity

 v. Concept. (10 marks)

b. The scientific research is systematic inquiry. Outline the step by step process of the scientific research. (8 marks)

c. Describe the characteristics of a good research problem. (10 marks)

**QUESTION TWO**

a. Explain the importance of literature review in any research. (8 marks)

b. After experiencing high turnover in the matata firm, the manager decided to study the problem in the light of the following

 General attitude and morale of workers

 Criteria for recruitment of various job categories

 Work environment and remuneration

 i. Formulate the statement of the problem

 ii. Formulate two objectives for the proposed study

 iii. Formulate two research questions.

 iv. Identify and explain the following variables in the context of the study.

 v. Generate the conceptual frame work. (12 marks)

**QUESTION THREE**

a. Discuss any five sources of literature review in research work. (10 marks)

b Identify and explain any five research designs for scientific research . (10 marks)

**QUESTION FOUR**

a. Describe the following sampling techniques, include the advantages and disadvantages of each.

 i. Simple random sampling.

 ii. Stratified random sampling.

 iii. Systematic random sampling. (12 marks)

b. Expound any eight considerations to observe when constructing a questionnaire.

 (8 marks)