



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF BUSINESS MANAGEMENT WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 431: RESEARCH METHODS IN BUSINESS MANAGEMENT

Date: 5th December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE (Compulsory) and any other THREE.

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ISO 9001:2008 CERTIFIED



QUESTION ONE

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Discuss the following types of research approach stating clear distinctions in terms of process and principles:

- a) Quantitative Research (8marks)
- b) Qualitative Research (8marks)
- c) Mixed Research (8marks)
- d) Participatory Research (6marks)

QUESTION TWO

- a) Examine the role of literature review in a research process (10marks)
- b) What is 'Research Paradigm'? (10marks)

QUESTION THREE

Explain the term 'Statement of a Problem' in research process, explaining its role in the process (20marks)

QUESTION FOUR

- a) Discuss five main data collection technique in a research process; highlighting in each case the process and relevance of application (10marks)
- b) Define the following terms in construct: (10marks)
 - i) Sampling
 - ii) Population
 - iii) Data reliability
 - iv) Validity
 - v) Research design