



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

FOURTH YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH INFORMATION
TECHNOLOGY

HOMABAY CAMPUS - SCHOOLBASED

ABA 431: RESEARCH METHODOLOGY

Date: 20th December, 2016

Time: 2.30 - 5.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE.
- Question One carries 25 marks and the rest 15 marks each.



QUESTION ONE (25 MARKS)

- a) Highlight the necessary steps in scientific research. (6 marks)
- b) Explain the purpose of literature review in research. (7 marks)
- c) Discuss the criteria for a well chosen research problem. (6 marks)
- d) Describe the various sources of research problems. (6marks)

QUESTION TWO (15 MARKS)

- a) Explain the main functions of concepts in research. (10 marks)
- b) Discuss the characteristics of usable hypotheses. (5 marks)

QUESTION THREE (20 MARKS)

- a) With a relevant example, distinguish between correlational and explanatory designs(5 marks)
- b) Discuss the criteria of a good research design. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the organization of a research report. (10 marks)
- b) Explain the factors one need to consider when writing a research report (5 marks)

QUESTION FIVE (20 MARKS)

- a) Highlight the importance of questionnaire pre-testing while discussing the different methods used in pre-test. (10 marks)
 - b) Describe the critical steps followed in questionnaire design (5 marks)
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