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**University Examinations 2014/2015**

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF BACHELOR OF COMMERCE AND BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**EMP 3350: RESEARCH METHODOLOGY**

 **DATE: OCTOBER 2015 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

You have been appointed to lead a team of researchers to establish why Kentech Company is almost closing all its branches in Kenya. The company deals with imported computer accessories and has been making losses for the last five years. Several managers have resigned and the company still operates with the analogue based accessories. You are required to come up with a possible solution to revive this company.

Based on the above information:

1. Formulate a researchable topic for investigation. (2 Marks)
2. Develop any two measurable hypothesis derived from the topic you have stated above (4 Marks)
3. Explain three pre-field work logistics to put into consideration before undertaking the research. (6 Marks)
4. State and explain three sampling techniques that could be used. (6 Marks)
5. Explain four advantages of using questionnaires for data collection (8 Marks)
6. In the event of collecting data for the study above you encounter various errors. Explain any two of the measurement errors. (4 Marks)

**QUESTION TWO (20 MARKS)**

1. When carrying out research studies, a researcher reviews related literature materials in relation to the problem of the research. Explain any five challenges that may be encountered during this period. (10 Marks)
2. The main purpose of research is to discover new knowledge. Explain five major sources of knowledge in social sciences. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Advancement of new technological development has made the internet to become a common source of literature review. Discuss any five challenges experienced by researchers when using internet for literature review. (10 Marks)
2. The success of any research depends on the instruments used. Explain any five disadvantages of interviews schedule as a research tool. (10 Marks)

**QUESTION FOUR (20 MARKS)**

Date analysis is done after field inquiry in order to address study objectives. List and discuss five strategies available to researchers which they apply when analyzing data. (20 Marks)

**QUESTION FIVE (20 MARKS)**

1. Good research generates dependable data and follows the standards of the scientific methods. Explain five characteristics of a good research. (10 Marks)
2. You have been sponsored to undertake research on HIV/AIDS patients in Meru Level Five Hospital. Discuss five logistical issues and five ethical considerations that you would bear in mind. (10 Marks)