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**University Examinations 2015/2016**

THIRD YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

AND

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**EMP 3350: RESEARCH METHODOLOGY**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

Mwangaza Motors limited was in incorpoated in the early 2000 as a private company in Kenya. Currently it has three branches located in Nairobi, Nakuru and Kisumu. The company has 120, 60 and 20 staff members in Nairobi, Nakuru and Kisumu branches respectively. Since its inception the company has been doing well and has been competing effectively until the beginning of the year 2012. In the recent years, therefore, the company has experienced sluggish business performance and a drop out in clientele. A recent management audit report (2014), singled out some factors that could be attributed to this state of affairs. These include:

1. Depreciation of the Kenyan shilling
2. Loss of experienced workers to the rural companies
3. Failure of the company to incorporate the most up-to-date technology

**Answer the following questions.**

1. i) Based on the above information formulate a researchable topic for the study (2 Marks)

ii) If you were to carry out a research study based on the above information highlight the key

features you would put into consideration while formulating the statement of the problem.

(4 Marks)

1. Based on your formulated research topic in 1 (a) above;
2. Write any two **SMART** research objectives (4 Marks)
3. Develop any two research hypothesis for the study (4 Marks)
4. i) A sample of 30 respondents is to be selected using stratified sampling technique with proportionate allocations. Distribute the sub-samples of employees according to the three branches of the company. (4 Marks)

ii Explain any two conditions under which stratified sampling techniques is applied. (4 Marks)

1. In order to conduct a successful study a researcher needs to acquaint himself with the prime sources of information. Discuss any four of such sources. (8 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss any THREE circumstances under which a researcher may employ the use of non-probability sampling. (6 Marks)
2. Kaume intends to carry out a research under the topic “The Effect of Mobile Banking on Financial performance of Korosho Banking Limited, Meru Branch”. He came across various journals related to his study problem.
3. Explain any **FOUR** reasons for reviewing literature from such related journals. (8 Marks)
4. Discuss any **THREE** challenges that one may encounter in course of conducting literature review. (6 Marks)

**QUESTION THREE (20 MARKS)**

1. Research tools are important aspect of the research process for any meaningful study. Using relevant examples discuss the merits of using interview schedules for a study in business areas. (10 Marks)
2. John, a Bachelor of Commerce student was given a task of carrying out a research work in North-Eastern part of Kenya in 2013-2014. Discuss some of the ethical issues that were important to put into consideration as he prepared for the task. (10 Marks)

**QUESTION FOUR (20 MARKS)**

A retailer of children’s toys wants to learn what customers think of the range of product they offer. The retailer has decided to carry out a self-completion survey of its adult customers, but he is unsure whether the survey should be conducted via post or online. Based on the above information answer the following questions:

1. Outline any **THREE** benefits and limitations of each approach which the retailer is considering for the study. Illustrate your answer with relevant examples. (12 Marks)
2. Assuming that the retailer decides to use postal survey; outline the steps which he could take to maximise response rate. (8 Marks)

**QUESTION FIVE (20 MARKS)**

Ann’s Cohort member sold various beverages in Kiosks on the following prices.

KIOSK.A 20 25 40 60 35 60 55 85 70

KIOSK. B 30 35 45 70 60 65 60 90 75

1. Calculate;-
2. Mean of the prices (3 Marks)
3. Modal price (2 Marks)
4. Mean deviation of each Kiosks price (7 Marks)
5. i) Draw a distributions table for the Kiosks (5 Marks)
6. ii) What is the Median of the Kiosk. (3 Marks)