



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION

UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR

END OF SEMESTER EXAMINATIONS

FOR THE DEGREE
IN BACHELOR OF BUSINESS AND ECONOMICS
EXAM CODE: BBM 352

COURSE TITLE: RESEARCH METHODS

DATE: 5TH DECEMBER, 2018

TIME: 9.00A.M. – 12.00 NOON.

INSTRUCTION TO CANDIDATES

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BBM 352: RESEARCH METHODS

INSTRUCTIONS: Answer Question 1 and any other Three Questions

QUESTION ONE

Operators of motorcycle taxis commonly known as *boda boda* have recently increased in number. Regulation of this transport system is not well structured however, they offer a service that appears to be popular among commuters and business people. Users report that they are convenient, affordable, easily reachable, versatile, flexible and time-saving therefore offering a high level of satisfaction. Others are rather apprehensive of their safety features because several do not provide passengers with basic protective equipment such as helmets and luminous vests. At the same time the local hospital has reported an increase in accidents of more than 30%. Riders and operators complain of unnecessary harassment from law enforcement agencies (police and “*kanjo*”). Nevertheless performance of the informal sector has seen families increase their standard of living. Brian a local operator in a recent interview stated that “*Biashara ni mzuri sana I am now running 3 motor bikes. I have access to hire purchase, fuel consumption is low, engine technology is ideal, training by the SACCO has improved my skills, law enforcement has ensured compliance, profits are handsome life is good !!!*”. You have been tasked by your County Commissioner to carry out a research study that will involve these *boda boda* operators.

- i. Choose a suitable topic for the research (2 marks)
- ii. Identify the Independent Variable (IV) and Dependent Variable (DV) (2 marks)
- iii. Highlight the justification of the study (2 marks)
- iv. Outline what problem the study proposes to address (3 marks)
- v. Describe the scope of the study (2 marks)
- vi. Differentiate between your target population and the sample population (4 marks)
- vii. Demonstrate how you would carry out systematic sampling (3 marks)
- viii. Construct a suitable conceptual framework (3 marks)
- ix. Explain why you would use a questionnaire and not an interview (2 marks)
- x. State (in the proper format), two possible null hypotheses (2 marks)

QUESTION TWO

- i. During a group discussion, it is your turn to make a presentation, explain validity and reliability (6 marks)
- ii. Differentiate between qualitative research and quantitative research (4 marks)
- iii. Explain what entails evaluation research (5 marks)

QUESTION THREE

- i. While carrying out a research study, your respondents are apprehensive about ethical issues that may arise. Outline what these could be (10 marks)
- ii. Explain referencing styles that are available for use in a research study (5 marks)

QUESTION FOUR

- i. Your lecturer has shown you results of a research study, they appear to be ambiguous and full of error, your assignment is to take corrective action by explaining how measurement differences could have contributed to these errors (9 marks)
- ii. Differentiate between Type – I error and Type – II error (6 marks)

QUESTION FIVE

- i. “Literature review is a continuous process during research development and report writing”. Briefly explain the importance of conducting literature review (5 marks)
- ii. Explain the following terms found in research:
 - a. Descriptive statistics (3 marks)
 - b. Inferential statistics (3 marks)
 - c. Plagiarism (4 marks)

QUESTION SIX

The problem statement is the key anchor for carrying out any research study. Outline in detail what a researcher is required to avoid when formulating a problem statement

(10 marks)

What is the usefulness of using computers in conducting research

(5 marks)