



MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR

THIRD YEAR END OF SEMESTER II EXAMINATIONS

**DEGREE IN
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 351

COURSE TITLE:- RESEARCH METHDOLOGY

DATE:- 26TH OCTOBER, 2012 TIME:- 9.00A.M. - 12.00 NOON.

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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Answer questions One and Any Other Three Questions.

Question One

The HR manager of Peak Outcome Limited a large manufacturing company in Kenya is concerned about employee productivity in the organization. She has noted high levels of absenteeism and employees have been complaining of poor working conditions. There are regular conflicts between supervisors and the subordinates. The union officials have been threatening to call for a strike if salaries are not increased by 100 %. The HR manager has been tasked by the managing director to resolve the current situation or else...Before making her decision on the way forward, she has approached you to conduct a research and advise her.

Required:

- a) What type of research are you going to conduct? Explain why you have chosen this type of research (3 marks)
- b) Give a suitable title for this research (2marks).
- c) Write a statement of the research problem (8 marks).
- d) Highlight the objectives and hypothesis of the study (8 marks)
- e) Construct the conceptual framework (4 marks)

Question Two

Research scholars argue that critical literature review is the backbone of every quality research and that a study may not meet its desired ends if this fundamental task is not addressed.

- a) Explain at least five reasons why researchers spend a lot of time doing literature review (10 marks).
- b) Discuss the attributes of good literature review in a research project (5 marks).

Question Three

In what circumstances would you choose questionnaire method of data collection rather than interview method? Explain reasons for your answer (8 marks).

Some people argue that observation is a valid method of data collection while others dismiss it. Take a position and elucidate clearly your stand point. (7 marks).

Question Four

- (a) What are the requisite of a good table? State the rules that serve as a guide in tabulating material (8 marks).
- (b) Explain briefly some of the uses of graphs and charts in presenting business data (7 marks).

Question Five

- (a) Explain the importance of sampling (5 marks).
- (b) Citing examples differentiate between probability sampling and non probability sampling while highlighting the merits and demerits of each technique (10 marks).

Question Six

- (a) Define the concept of research design and explain its usefulness to researcher (5 marks). ^{the}
- (b) Differentiate between validity and reliability and explain their significance in research (4 marks).
- (c) Explain the four data measurement scales and suggest appropriate descriptive statistics for each level (6 marks).