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# AFRICA NAZARENE UNIVERSITY

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**CENTRE:** KISII  
**DEPARTMENT:** BUSINESS ADMINISTRATION  
**UNIT TITLE:** RESEARCH METHODS  
**UNIT CODE:** BCM 308  
**LECTURER:** STEVE NYANAMBA  
**TRIMESTER:** 2<sup>ND</sup> TRIMESTER 2012/2013  
**DATE:** 15<sup>TH</sup> APRIL, 2013  
**TIME:** 5.30PM - 8.30PM

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**Instructions:**

1. Answer any **FOUR** questions.
2. Write all your answers in the answer booklet provided.
3. Time allowed: Three hours

### Question One

- a) Differentiate between the following as used in research:
- (i) Population and sample (2marks) ✓
  - (ii) Validity and reliability (2marks) ✓
  - (iii) Null hypothesis and alternate hypothesis (2marks) ✓
- b) Discuss the disadvantages of using observation as a method of collecting data. (5marks) ✓
- c) Explain the advantages of using census over sampling when collecting data. (4marks)

### Question Two

- a) Identify and briefly explain the contents of chapter three of a pure research proposal. (10marks) ✓
- b) Discuss three characteristics of a good research question. (3marks)
- c) Explain two reasons for citing references. (2marks)

### Question Three

- a) Explain any ten types of research. (10marks) ✓
- b) Explain five qualities of a good research. (5marks)

### Question Four

“As research is designed, several ethical considerations must be balanced” (Cooper and Schindler, 2006). Discuss. (15marks)

### Question Five

- a) Discuss four various ways in which literature review can be a stimulus for research (4marks)
- b) Distinguish between:
- (i) Primary data and secondary data (2marks)
  - (ii) Descriptive and inferential statistics (2marks)
- c) Distinguish between any five sampling methods. (7marks)



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**CENTRE:** RONGAI  
**DEPARTMENT:** BUSINESS ADMINISTRATION  
**UNIT TITLE:** RESEARCH METHODS  
**UNIT CODE:** BCM 308  
**LECTURER:** JOHN KAMAU  
**TRIMESTER:** 2<sup>ND</sup> TRIMESTER 2012/2013  
**DATE:** 12<sup>TH</sup> APRIL, 2013  
**TIME:** 9.00AM – 12 NOON

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**Instructions:**

1. Answer question **ONE (Compulsory)** and any other **THREE** questions.
2. Write all your answers in the answer booklet provided.
3. Time allowed: Three hours

### Question One (Compulsory)

Read the case below and respond to questions that follow

Right from her days as a clerical in a bank, Sarah had observed that her colleagues, though extremely knowledgeable about the nuances and intricacies of banking, were exerting very little effort to improve the efficiency and effectiveness of the bank in the area of customer relations and service. They took on the minimum amount of work of load, availed themselves of long tea and lunch breaks, and seemed unmotivated in their dealings with the customers and the management. That they were highly knowledgeable about banking policies and practices was clearly evident from their mutual discussions about these as they processed applications from customers. Sarah herself was very hard-working and enjoyed her work with the customers. She always used to think what a huge waste it was for talented employees to goof off rather than to work hard and enjoy their work. When she left the bank and did her dissertation for her PhD, she wanted to know why employees were involving themselves that way with the job or the ego investment of people in their jobs. The conclusion of her investigation was that not only the knowledge of banking policies and procedure was important but also relationships with supervisors, availability of computers and other tools of work as well as the fitting or matching between the nature of the job and the personality predisposition of the people engaged in performing it. For example, challenging jobs allowed employees with high capabilities to get job-involved with service activities. Sarah then understood why the intelligent bank employees could not get job-involved or find job satisfaction in the routine jobs that rarely called for the use of their abilities. Subsequently, when Sarah joined the Internal Research Team of a fortune 500 company, she applied this knowledge to solve problems of motivation, job satisfaction, job involvement, and the like, in the organization.

Required:

- a) State the problem (topic) that Sarah might have developed for her study (2 marks)
- b) Develop four appropriate objectives she could have developed for her study (4 marks)
- c) What kind of research was Sarah involved in and why? (2 marks)
- d) Draw a diagram of conceptual framework that could have fitted her study (4 marks)
- e) State four hypothesis she could have developed (4 marks)
- f) Mention the steps she ought to have followed in testing any of those hypothesis (4 marks)
- g) Using standard error (SE) formula calculate the appropriate sample size she could have taken for her study given an estimated standard deviation of sixty five at ninety five confidence level (z value=1.96) with a precision level of plus or minus ten (4 marks)

### Question Two

- a) Available literature can stimulate identification of a research problem in several ways. Discuss (6 marks)
- b) Explain the reason for careful formulation of a research problem (6 marks)

**Question Three**

Briefly evaluate guidelines/consideration on writing a research report identified by Oso W.Y (2011)

**(12 marks)**

**Question Four**

Critically examine the criteria used in evaluating secondary data to be included in research projects

**(12 marks)**

**Question Five**

Write short notes on:

- a) Guidelines to help judge the value of research projects
- a) Ethical treatment of a study participant

**(6 marks)**

**(6 marks)**