



AFRICA NAZARENE UNIVERSITY

CENTRE: RONGAI CAMPUS
DEPARTMENT: BUSINESS ADMINISTRATION
UNIT TITLE: RESEARCH METHODS
UNIT CODE: BCM 308
LECTURER: ROSELYNN KINYAMU
TRIMESTER: 3RD TRIMESTER 2010/2011
DATE: 9TH AUGUST, 2011
TIME: 9.00AM – 12 NOON

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)

Currently there are various problems facing the government of Kenya: problems such as energy crisis, poor infrastructure, low quality products, unmatched human resource skills, semi arid and arid region problems such as drought, corruption in government leadership, Investing decisions (especially on bonds and shares), Economic integrations etc. Vision 2030 the economic blue-print of Kenya urges private research institutions and research students in higher institutions of learning to help solve these problems in order to achieve the objective of vision 2030. The good news to the government is that Nazarene University students can help them solve some of these problems since the problems touch on the areas of students majors or specializations.

- (a) Explain how your study of research methods will help the government solve some of these problems. **(5marks)**
- (b) Develop a probable title for any of the above problem, clearly indicating the dependent and independent variable **(2marks)**
- (c) Choose a sampling method and discuss its suitability in relation to solving the problem **(3 marks)**
- (d) Identify and explain a theory to explain and support your study **(3marks)**
- (e) Draw a conceptual framework to illustrate how the variables of your study relate **(2marks)**

Question Two

- (a) Distinguish between reliability and Validity in research **(2marks)**
- (b) Explain four s factors that affect internal validity of a study **(4marks)**
- (c) "Though the concept of validity is unitary, there three major types of validity depending on the situation." Discuss the three types. **(9marks)**

Question Three

- (a) Explain at least five types of business research and their suitable application **(10marks)**
- (a) Justify the need for a detailed literature review in the research process **(5marks)**

Question Four

- (a) Explain the importance of the background of the study component in proposal writing. **(5marks)**
- (b) Describe the following stages of data processing and analysis;
 - (i) Editing **(2marks)**
 - (ii) Classification **(2marks)**
 - (iii) Tabulation **(2marks)**
 - (iv) Data checking **(2 marks)**
 - (v) Data analysis **(2marks)**