



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS  
BACHELOR OF COMMERCE/BSC.  
ENTREPRENEURSHIP/BSC. PROJECT  
PLANNING & MANAGEMENT**

**COURSE CODE: BCM 3254/BSE 3204/BPM 3204**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 26<sup>TH</sup> APRIL 2019**

**TIME: 14.30-16.30HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

## **QUESTION ONE**

- a) Research process consists of series of actions or steps necessary to effectively carry out research and the desired sequencing of these steps. As a consultant you have been hired by Milestone Research Company to train its staff on the various steps involved in a research process. Write short notes on the various procedural guideline regarding the research process. **(11 Marks)**
- b) Defining a research problem properly and clearly is a crucial part of a research study and must in no case be accomplished hurriedly. However, in practice this is frequently overlooked which causes a lot of problems later on. Hence, the research problem should be defined in a systematic manner, giving due weightage to all relating points. Discuss the techniques involved in defining a problem. **(10 Marks)**
- c) Outline eight importance of research. **(4 Marks)**

## **SECTION B: Answer ANY THREE questions**

### **QUESTION TWO**

- a) Explain the meaning and significance of a Research design. **(3 Marks)**
- b) Before describing the different research designs, it will be appropriate to explain the various concepts relating to designs so that these may be better and easily understood. Write short notes on the following;
- i. Dependent and independent variables. **(3 Marks)**
  - ii. Extraneous variable. **(3 Marks)**
  - iii. Research hypothesis. **(3 Marks)**
  - iv. Treatments. **(3 Marks)**

### **QUESTION THREE**

- a) Literature review is important for any research study. Briefly explain the importance of literature review to a research study. **(5 Marks)**
- b) Explain the requirements of a good literature review. **(5 Marks)**
- c) Discuss five ethical principles which guide researchers in their work. **(5 marks)**

### **QUESTION FOUR**

- a) Discuss the different methods of collecting data. **(10 Marks)**
- b) Enumerate the characteristics of a good sample design. **(5 Marks)**

### **QUESTION FIVE**

- (a) Explain the term research. **(1 Marks)**
- (b) List four types of research designs. **(4 Marks)**
- (c) There are different types of sample designs based on two factors viz., the representation basis and the element selection technique. On the representation basis, the sample may be probability sampling or it may be non-probability sampling. Explain the difference and give two examples on each category. **(10 Marks)**

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