



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

**BACHELOR OF HUMAN RESOURCE
MANAGEMENT**

COURSE CODE: BHR 3103

COURSE TITLE: RESEARCH METHODS

DATE: 4TH APRIL, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 6 printed pages. Please turn over

QUESTION ONE

- a) What are some of the sources that may be used to identify a research problem? **(6 marks)**
- b) Questionnaires is a common method used for data collection in research. State five advantages of using questionnaires in a research. **(5marks)**
- c) Reviewing literature can be time-consuming, daunting and frustrating, but is also rewarding. Discuss its functions to the researcher. **(5 marks)**
- d) Briefly describe four measurement scales. **(4 marks)**
- e) State five sampling methods or techniques used in research. **(5marks)**

QUESTION TWO

Writing the report is the last and for many , the most difficult step of the research process .the report should be written in academic style. Outline the format of a written research project report. **(15marks)**

QUESTION THREE

Discuss the various methods used to collect data in research. **(15marks)**

QUESTION FOUR

- a) Distinguish between qualitative research and quantitative research **(7marks)**
- b) Discuss 'observation' as a method for collecting data. State its advantages and limitations. **(8marks)**

QUESTION FIVE

In an effort to evaluate your understanding and skills in research method, you are tasked with a simple assignment of identifying a research topic and providing appropriate methodology that would suffice it. Summarize your write-up as guided below:

- a) Develop a research topic and Provide any two objective from the topic **(2 MARKS)**
- b) Which research design would you adopt? Why? **(1 MARK)**
- c) Who or what will form your population study? Why? **(1 MARK)**
- d) Briefly describe the context of your study. **(1 MARK)**
- e) Which sampling method would you use? Why? **(1 MARK)**
- f) How would you collect your data? **(1 MARK)**
- g) Why and how would you test reliability and `validity? **(2 MARKS)**
- h) How would you analyze your data? **(1 MARK)**

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