

KABARAK



UNIVERSITY

EXAMINATIONS

2008/2009 ACADEMIC YEAR

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BMIT 320

COURSE TITLE: RESEARCH METHODS

STREAM: Y3S2

DAY: TUESDAY

TIME: 9.00 – 12.00 P.M.

DATE: 23/03/2009

INSTRUCTIONS:

- Answer question one and any other three questions
- Question one is compulsory and carries 40 marks
- All other questions carry 20 marks each.

PLEASE TURN OVER

QUESTION ONE

- a) The following secondary data have been obtained from Nakumatt holdings Ltd company's audited annual accounts:

Year	Income (£)	Expenditure (£)
1994	11,000,000	9,500,000
1995	15,200,000	12,900,000
1996	17,050,000	14,000,000
1997	17,900,000	14,900,000
1998	19,000,000	16,100,000
1999	18,700,000	17,200,000
2000	17,100,000	18,100,000
2001	17,700,000	19,500,000
2002	19,900,000	20,000,000

- i) Which are the variables and which are the cases? (2mks)
- ii) Sketch a possible data matrix for these data for entering into a spreadsheet (4mks)
- iii) What measures of central tendency and dispersion would you choose to describe the Nakumatt holding Ltd Company's income over the period 1994 – 2002 (4mks)
- iv) Give reasons for your choice (2mks)
- b) Explain the following basic concepts of research.
- i) Universe (2mks)
- ii) Sample (2mks)
- iii) Primary data (2mks)
- c) Distinguish between a sampling error and a non-sampling error. How are these errors affected by the sample size? (4mks)
- d) Why is it important to spend time formulating and clarifying your research topic? (4mks)
- c) Why is it considered good practice to acknowledge the limitation of your research in the project report? (4mks)
- d) What are the principal ethical issues you need to consider irrespective of the particular research method that you use? (6mks)
- e) Distinguish between validity and reliability of a research instrument. (4mks)

QUESTION TWO

- a) You have been given the following research to carry out: “The relevance of the university curriculum to the work place of graduate: A tracer (feedback) study of business management graduates.”
- i) Formulate a statement of the problem for this research (2mks)
 - ii) Formulate a possible hypothesis of this research. (2mks)
 - iii) Outline a data gathering methodology you would use (4mks)
 - iv) Highlight how the information gathered would be analyzed.(4mks)
- b) Explain two conditions when a census may be preferable to sampling. (4mks)
- c) Clearly differentiate between nominal and interval scales (4mks)

QUESTION THREE

- a) On one trip to a farmer, a Ministry of Agriculture official notices the farmer spraying coffee plants. He asks the farmer what insecticide he is using. The official is pleased to learn that the insecticide is the variety recently recommended by the ministry staff of the extension service. The official concludes that the extension worker in this area doing good job. Explain the sources of error in the officer’s conclusion and how these errors could be corrected. (6mks)
- b) Using precise examples, write comprehensive explanatory notes on probability sampling. (14mks)

QUESTION FOUR

- a) You have been requested by a church organization to study the factors which influence the seemingly increasing rate of a abortion among teenage girls in Nakuru.
- i) Describe the type of data you would collect in this research assignment. (4mks)
 - ii) Discuss the factors you would consider in selecting a research strategy. (5mks)
- b) Describe three important aspects of style which a researcher ought to keep in mind when writing a report. (6mks)

- c) The following sentences were selected from some abstracts. Match each sentence with one of the following functions: purpose, background information, finding, methodology and conclusion.
- i) Older workers surpassed younger ones in both speed and skill jobs.
 - ii) The study investigated the influence of alcohol on men's behaviour.
 - iii) Children performed a 5-trial task
 - iv) The results suggest that crime and poverty are related.
 - v) One of the basic principles of communication is that the message should be understood by the audience. (5mks)

QUESTION FIVE

- a) Of the respondents reporting family income of Kshs.35,000 or over, 70 shopped at Nakumatt, 30 at Uchumi and 50 at Tuskys. Of those reporting family incomes between Kshs.25,000 and Kshs.34,999, 60 shopped at Nakumatt, 35 at Uchumi and 55 at Tuskys.
- i) Prepare a contingency table of these data (5mks)
- b) What types of data will you need to retain and file while you are undertaking qualitative research? (8mks)
- c) As part of case study research based in a manufacturing company with over 500 customers you have been given access to an internal market research report. This was undertaken by the company's marketing department. The report presents the results of a recent customer survey as percentages. The section in the report that describes how the data were collected and analyzed is reproduced here below:
- “Data were collected from a sample of current customers’ database. The data were collected using telephone questionnaire administered by marketing department staff. 25 customers responded resulting in a 12.5 percent response rate. These data were analyzed using SPSS computer software. Addition qualitative data based on in-depth interviews with customers were also included.”*
- i) Do you consider these data are likely to be reliable? (4mks)
 - ii) Give reasons for your answer. (3mks)

QUESTION SIX

- a) Write short but comprehensive notes on logistical issues in research.(9mks)
- b) Identify suitable sampling frame for each of the following research questions:
- i) How do company directors of manufacturing firms of over 500 employees think a specified piece of legislation will affect their companies?
(2mks)
 - ii) Which factors are important in accountant decisions regarding working in coast province?
(2mks)
 - iii) How do employees at Kenindia Assuarance Company Ltd think the proposed introduction of compulsory Saturday working will affect their working lives?
(2mks)
- c) What are the key areas of competence that you need to develop in order to conduct an interview successfully?
(5mks)

QUESTION SEVEN

- a) You have been asked to give a presentation to a group of managers at an oil exploration company to gain access to undertake research. As part of the presentation you outline your methodology, which includes piloting the questionnaire. In the ensuring question and answer session, one of the managers asks you justify the need for a pilot study, arguing that “given the time constraints the pilot can be left out” list 5 arguments that you would use to convince him that pilot testing is essential to your methodology.
(10mks)
- b) Define and discuss the four basic measurement scales used by researchers.
(8mks)
- C) Why is it very difficult to measure attitude?
(2mks)