



UNIVERSITY EXAMINATIONS: 2013/2014

**EXAMINATION FOR THE MASTERS OF SCIENCE (MSC) IN COMMERCE
(FINANCE AND ACCOUNTING)**

MEI 503 RESEARCH METHODS (KITENGELA)

DATE: APRIL, 2014

TIME: 3 HOURS

INSTRUCTIONS: Answer Question One and Any Other Three Questions

QUESTION ONE

Briefly explain the following concepts

- Confidence levels in hypothesis testing. (6 Marks)
- Experimental and non-experimental research designs. (5 Marks)
- Nominal, ordinal, Interval and ratio data. (8 Marks)
- Why researchers collect data from samples rather than from the population. (5 Marks)
- Multivariate and univariate analysis. (7 Marks)

QUESTION TWO

- a) Distinguish between the scientific approach to creation of knowledge, and other methods? (7 Marks)
- b) Discuss four objectives that researchers may attempt to achieve? (8 Marks)
- c) Discuss the steps you need to take in defining the problem in a research proposal. (8 Marks)

QUESTION THREE

- (a) Discuss the qualities of a good of questionnaire. (9 Marks)

- (b) Using appropriate examples explain the concepts of reliability and validity in a measurement instrument. (7 Marks)
- (c) Differentiate between qualitative and quantitative research. Under what conditions are each appropriate? (7 Marks)

QUESTION FOUR

- a) Using suitable illustrations discuss the attributes of a good sample. (5 Marks)
- b) Under what conditions is non-probability sampling necessary? (4 Marks)
- c) Briefly describe five types of random and five types of non-random sampling techniques. (10 Marks)
- d) Explain the formula for calculating the appropriate sample size. What parameters must be known in order to make use of the formula? (4 Marks)

QUESTION FIVE

- (a) Why is it necessary to undertake literature review before undertaking any research project? (10 Marks)
- (b) Discuss the main attributes of a good literature review? (13 Marks)

QUESTION SIX

- a) Giving examples where appropriate, critically discuss the main challenges of conducting survey research in a developing country like Kenya. For each of them suggest possible solutions (15 Marks)
- b) A hypothesis is described as a conjectural statement of the relation between two or more variables. Explain the purposes that hypothesis serve in the research process? (8 Marks)