

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

KISUMU CAMPUS

UNIVERSITY EXAMINATIONS 2014/2015

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR BUSINESS ADMINISTRATION.**

ABA 316: RESEARCH METHODS.

Date: _____ **Time:** _____

INSTRUCTIONS:

Attempt question ONE and any other TWO questions.

Question one carries 30 marks.

INSTRUCTIONS:

Attempt Question ONE (Compulsory) and any other TWO

QUESTION ONE (30 MARKS)

Read the case study below, and answer the questions that follow.

The Jua Kali sector plays an important role in the Industrialization process and generation of employment opportunities in Kenya. The sector has the capacity to mobilize investments and produce affordable goods and services to the ever increasing population.

In spite of the great potential benefits that this sector possesses; little attention has been drawn towards it. The growth and performance of the sector has been greatly affected by various factors among them the harassment and destruction of their business premises by the City Council of Kisumu askaris, unavailability of affordable credit, insecurity, competition in the market, increased cost of raw materials used in the production process among others.

In response to the increased demand and pressure from the public towards the Government to meet its pre-election pledges, the Ministry of Industrialization has directed you as a lead researcher to conduct a research aimed at revamping the sector.

- (a) Formulate an appropriate title for the research. [2 marks]
- (b) Design suitable objectives that would be appropriate for the study. [4 marks]
- (c) Identify eight research questions that the questionnaire for the study would include. [8 marks]
- (d) Draw a schematic diagram of a conceptual framework that the research will adopt as it seeks to address the outlined objectives in (b) above. [6 marks]

QUESTION TWO (20 MARKS)

(a) Differentiate between stratified and cluster sampling strategies. [6 marks]

(b) Explain the distinction between qualitative and quantitative data, and highlight the circumstances under which each of them can be employed in research.

[14marks]

QUESTION THREE (20 MARKS)

(a) Explain the concepts of validity and reliability of research instruments as used in research. [8 marks]

(b) Why is observation considered an important research instrument for conducting behavioral studies? [12 marks]

QUESTION FOUR (20 MARKS)

(a) Explain the characteristics of a good questionnaire. Why is it necessary to have it with mainly closed ended questions? [12 marks]

(b) Why is literature review considered fundamental for any research to succeed? [8 marks]

QUESTION five (20 MARKS)

a) Research problem identifies your destination and it should tell you, your research Supervisor and your readers what you intend to research. Discuss the factors to be considered when selecting a research problem. (10 marks)

b) Research design can be thought of as the structure of research. It is the “glue” that holds all of the elements in a research project together. Identify and explain any four types of research designs. (10 marks)

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DEPARTMENT OF MARKETING AND ECONOMICS

SCHOOL OF BUSINESS AND ECONOMICS

ABA 316: RESEARCH METHODS

COURSE OUTLINE

INTRODUCTION

This course will provide an opportunity for participants to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. Participants will use these theoretical underpinnings to begin to critically review literature relevant to their field or interests and determine how research findings are useful in informing their understanding of their environment (work, social, local, global).

COURSE DESCRIPTION

This course introduces the student to the basics of research methods needed in business and other fields. Students gain an understanding of the importance of business research to managers through providing accurate information for decision making. Students gain insight through analysis of several case studies and a group business research project

COURSE OBJECTIVES

At the end of this course, the students should be able to:

- understand some basic concepts of research and its methodologies
- identify appropriate research topics
- select and define appropriate research problem and parameters

- prepare a project proposal (to undertake a project)
- organize and conduct research (advanced project) in a more appropriate manner
- write a research report and thesis
- write a research proposal (grants)

1. COURSE STRUCTURE

The coursework consists of 42 hours of lecture, case studies, discussions and presentations, and guided study.

2. COURSE ASSESSMENT

The final written examination and Continuous Assessment Tests and Class Assignments shall account for 70% and 30%, respectively, of the final mark. The pass mark shall be 50%.

5. COURSE TOPICS

Topic	Duration (Hours)
<i>1. Overview of Research and its Methodologies</i>	4
Concepts of research	
The need for research	
Types of research	
Steps in conducting research	6
<i>2. Literature review</i>	
What is literature review?	
Why the need for literature review?	
How to carry out a literature review?	8
<i>3. Selecting and defining a research problem</i>	
Problem formulation – why the need for this?	
What are the criteria for selecting a problem?	

Topic	Duration (Hours)
Identifying variables	
Evaluating problems	
Functions of a hypothesis	
CAT 1	2
<i>4. Methodology</i>	8
Data collection	
Research variables	
Research designs	
Sampling methodology	
Research instruments	
Validity and reliability of the instruments	
<i>5. Writing Research Reports and Thesis</i>	4
Why the need to write papers and reports?	
Writing a research report	
Writing a technical paper	
Contents of a thesis	
<i>6. Writing Research Proposals</i>	4
Why do we need to write research proposals?	
How to write Good Research Proposals?	
Case Study	
<i>7. References and Bibliography</i>	
Appendices	4
Research budget	
Research time	

Topic	Duration (Hours)
Personnel and financials	
Final Exam	2
Total	42

REFERENCE TEXTS

Core Reading

Amin M. A. (2005). *Social Science Research: Concept, Methodology and Analysis*. Makerere University Printery, Kampala, Uganda. ISBN-9970-05-019-2

Recommended Reading

- 1) Kothari, C.R. (2011). *Research Methodology: Methods and Methodology*. New Age International Publishers.
- 2) Struwig, F.W. and G.B. Stead (2001). *Planning, Designing and Reporting Research*. Pearson Education South Africa.

Prepared by: Dr. Onditi

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