



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR THE MASTER OF SCIENCE IN
ENTREPRENEURSHIP, MASTER OF BUSINESS ADMINISTRATION AND MASTER OF
SCIENCE IN APPLIED MATHEMATICS

HR 3109: RESEARCH METHODOLOGY

DATE: DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *three*.

QUESTION ONE (25 MARKS)

- a) The Ministry of Industrialization has contracted you to conduct a research to explain the growth of cottage industries in your country.
- i) Design an appropriate title for your study. (2 marks)
 - ii) Write down two research objectives for your study. (2 marks)
 - iii) State a null and alternative hypothesis for the study. (4 marks)
 - iv) State the significance of the study. (2 marks)
- b) Explain five ethical norms that you would consider as you carry out the research. (5 marks)
- c) Discuss the key steps that must be followed in carrying out scientific research. (10 marks)

QUESTION TWO (15 MARKS)

- a) There are fundamental differences between qualitative and quantitative research paradigms. Discuss this statement. (15 marks)

QUESTION THREE (15 MARKS)

- a) Before researchers engage in the details of their study, they usually search for the literature to find out what has been written about the area or topic of their study. Why is it important to do a detailed literature review. (10 marks)
- b) Differentiate the two sources of literature review. (5 marks)

QUESTION FOUR (15 MARKS)

Sampling is a process of selecting a sufficient number of participants to be used in a specific study. Using this statement:

- a) Differentiate probability and non-probability sampling designs. (4 marks)
- b) Explain three reasons why a researcher should carry out sampling. (6 marks)
- c) Describe the multi-stage sampling technique. (5 marks)

QUESTION FIVE (15 MARKS)

- a) Explain the four different data measurement scales. (8 marks)
- b) Explain how a researcher can improve the reliability of his/her research instruments. (7 marks)