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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE OF

BACHELOR OF COMMERCE

BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

BACHELOR OF INFORMATION TECHNOLOGY

BACHELOR OF SCIENCE IN ECONOMICS

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF EDUCATION

**EMP 3350: RESEARCH METHODOLOGY**

**DATE: AUGUST 2016 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Opiyo a BCOM student at Meru University of Science and Technology was given a task to do a research in his area of specialization. Discuss at least four sources of primary data that he should consult (8 marks)
2. Formulate a possible topic that Opiyo might have come up with, since he is doing human resource management option. (4 marks)
3. From the Topic you have formulated in (ii) above, write 3 research objectives. (6 marks)
4. Mutuma a BCOM student wanted to do sampling for his study through systematic random sampling for a population of 900 farmers of wheat.
5. Explain how he will arrive at his sample size. (3 marks)
6. State and explain 3 factors that are necessary to consider when formulating a topic for research. (5 marks)
7. Any research study findings must be significant. Explain at least four groups of people to which the study would be significant to. (4 marks)

**QUESTION TWO (20 MARKS)**

1. Research is a scientific endeavor. Qualify this statement with evidence in chapter three of a proposal. (12 marks)
2. Obed was sponsored by his University to carry out a study on saving habits among the aged rural and slum dwellers in Meru County. Recommend to him two tools he would use and explain at least three reasons for choosing each tool. (8 marks)

**QUESTION THREE (20 MARKS)**

1. Any research work that does not pay enough attention to literature review, may not be of quality. Discuss the formal sources of information in the course of doing literature review. (12 marks)
2. Murithi was charged with the responsibility of carrying out a study on unrest in high schools in Meru County in the year 2016. Discuss the ethical consideration that would be important for the task ahead of him (8 marks)

**QUESTION FORU (20 MARKS)**

1. Muguna said that his study would adopt non-probability sampling procedures. State at least 5 such techniques and briefly explain each of them. (10 marks)
2. In (a) above Muguna further said that he would test his instruments for validity before collection of data. Discuss some of the threats to internal validity that his study may face.

(10 marks)

**QUESTION FIVE (20 MARKS)**

1. Questionnaires are commonly used by most researchers for data collection but it takes a lot of time and caution to come up with such. Explain some of the considerations a researcher would have as he constructs the items in the questionnaires. (10 marks)
2. Theoretical frameworks are important underpinning for any research in social science. Explain the important of theories in any research (10 marks)