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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION AND DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

**EMP 2150: RESEARCH METHODOLOGY**

**DATE: AUGUST 2016 TIME: 11/2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30MARKS)**

1. Define research. (2 Marks)
2. Explain three purposes of conducting research. (6 Marks)
3. Explain the meaning of the following terms as used in research.
4. Accessible population.
5. Variable.
6. Statistics. (6 Marks)
7. Assume you are carrying out a research on business performance in your nearest town. Explain four characteristics that your research should reflect to be regarded a good research. (8 Marks)
8. Differentiate the following terms used in research
9. Cluster sampling and stratified sampling (2 Marks)
10. Reliability and validity (2 Marks)
11. Population and sample (2 Marks)
12. Basic research and applied research (2 Marks)

**QUESTION TWO (15 MARKS)**

1. Identify a research topic of your own and from it formulate four objectives that will guide you for the research. (5 Marks)
2. You have been appointed to lead a group of researchers to conduct research on a phenomenon in your business organization. Discuss five non probability sampling techniques you would employ. (10 Marks)

**QUESTION THREE (15 MARKS)**

1. Explain five stages of data handling immediately after field work. (5 Marks)
2. (i) Literature review is a key component of good research. Explain five sources of literature for

a business related problem. (5 Marks)

(ii) Explain the difficulties encountered during literature review in business related problems. (5 Marks)

**QUESTION FOUR (15 MARKS)**

1. Piloting of research tools is taken with great consideration before filed work. Discuss (10 Marks)
2. State and explain five ethical considerations a researcher observes during field work. (5 Marks)

**QUESTION FIVE (15 MARKS)**

1. Research is being considered everyday as the means of addressing business problems. Explain five factors on importance of research business. (10 Marks)
2. During field inquiry some respondents may be resistant to provide information. Explain how you would address this difficult. (5 Marks)