



SOUTH EASTERN KENYA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

DMS 411: RESEARCH METHODS

DATE: 5TH DECEMBER, 2016

TIME: 10.30-12.30PM

INSTRUCTIONS:

Answer Question 1 and any other two Questions.

Q1. You have been appointed a research director in a manufacturing facility in Kitui Industrial Centre. The Board has informed you of the business having issue with productivity. Being a research expert your interaction with the Human Resources manager has revealed that four (4) Variables are important to job performance namely: skills for the job, rewards, motivations and satisfaction.

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|--|----------|
| a) Identify the topic under investigation? | 2 marks |
| b) Identify the variables for this case study | 8 marks |
| c) Formulate 4 objectives and 4 research questions/hypothesis for the case study | 12 Marks |
| d) Construct/draw a possible conceptual framework extracted from the case study | 8 Marks |

Q2.

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| a) Identify 5 qualities of a good research | 10 marks |
| b) What are the characteristics of a good hypothesis | 10 marks |

Q3.

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| a) What is a measurement in reference to research | 2 marks |
| b) List and Explain the 4 levels of measurement as experienced in research | 8 Marks |
| c) List and Discuss the various sources of error in measurement | 10 marks |

Q4

- a) Define research
- b) Explain the main reasons/purpose of research

3 marks
12 marks

Q5

Briefly explain the steps in conducting a business research project with all the tools used 20 marks