

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SUPPLIMENTARY/SPECIAL EXAMNATON**

**SECOND YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF ARTS(ECONOMICS)**

**COURSE CODE: *ECO 218***

**COURSE TITLE: RESEARCH METHODS**

**INSTRUCTIONS:**

Answer question **ONE** and any other **THREE** questions.

**QUESTION ONE**

**INTEL COMPUTERS**

Best known for its printers, cameras, calculators and computers, INTEL computers had its share of organizing challenges over years. Clara Gorgot who was named CEO of INTEL in 2005, a move that made news headlines because INTEL was now one of the first Kenyan Corporations to be headed by a woman- continued the company’s strategy of growing by acquiring new business.

Her most controversial acquisition was the Kshs 340 million purchase of a rival company known as INTEL Computers, a decision that was the beginning of the end for Clara. The combined companies experienced many problems-financial, cultural, leadership and structural-resulting into poor performance. Her differences with the Board of Directors over the direction INTEL was taking finally led her being fired in February 2010. By the end of March 2010, Mark Kimoriong, the CEO of Kimurgelda Systems, had been selected by the Board as the new CEO of INTEL.

*You have been hired as a research expert to help SCL carry out a study for the benefit of this company.*

**Required:**

1. Identify a suitable topic for the study you would carry out for this company. (2 marks)
2. State any THREE objectives and THREE hypotheses of the study. (8 marks)
3. What instruments would you use to collect data and why? (8 marks)
4. Describe the methods of data analysis you would use to analyze the data collected using the above instruments. (8 marks)
5. Develop a suitable conceptual framework for the study. (4 marks)

**QUESTION TWO**

Business research is undertaken to apply the principles of science to offer solutions to the management

1. Explain the nature of business problems that require scientific approach in research. (5 marks)
2. Discuss some of the key concepts drawn from the nature of science applied research to help managers solve business problems. (5 marks)

**QUESTION THREE**

Most business research projects rely on small samples as opposed to obtaining data from entire populations. Explain main considerations for use of the sampling and clearly discuss the main types of sampling. (10 marks)

**QUESTION FOUR**

Business researches emphasize high ethical standards. What are the ethical points of concern researches should observe. (10 marks)

**QUESTION FIVE**

1. Describe any FOUR ways that researcher can use to disseminate research findings. (5 marks)
2. State four characteristics of a good research objective. (5 marks)