



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS

ABA 316: RESEARCH METHODS IN BUSINESS

Date: 5th June, 2017

Time: 5.30 - 8.30 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.
- Marks allocated are shown at the end of each question.



QUESTION ONE (25 MARKS)

- a) Define the term research. (4 marks)
- b) Differentiate between reliability and validity tests in research.

(6 marks)

- c) State *at least four* sources of information for a research work. (6 marks)

- d) Critique the following theories in relation to business management:

i. Agency theory (3 marks)

ii. Transaction Cost Theory (3 marks)

iii. Diffusion of Innovations Theory (3 marks)

QUESTION TWO (15 MARKS)

- a) "Sampling is very instrumental in the research process". Differentiate between probability sampling and non-probability sampling. (5 marks)

- b) Briefly write short notes on the following sampling techniques.

i. Stratified Random Sampling

ii. Cluster Sampling

iii. Snowball Sampling

iv. Convenience Sampling

v. Simple Random Sampling (10 marks)

QUESTION THREE (15 MARKS)

- a. Differentiate between Qualitative and Quantitative research approaches.

(6 marks)

- b. "Research design is a very significant component of any research work.

However, there are a number of factors that affect the choice of research

design." Identify and briefly explain these factors that affect the choice of

a research design.

(9 marks)

QUESTION FOUR (15 MARKS)

- a) Describe what you understand by the term “research proposal”(6 marks)
- b) “Several methods can be used to gathering information about a situation, person, problem or phenomenon”. Identify and hence discuss any three of these methods (9 marks)

QUESTION FIVE (15 MARKS)

- a) “Research objectives are very crucial component of a research”. Give *five* reasons why they are crucial. (7 marks)
- b) “Action Research is an approach which sees the process of research as being a fundamental part of the changes that the research is trying to bring about”. What are the strengths and the limitations of an Action Research Approach? (8 marks)