



**MASEÑO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

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

**MAIN CAMPUS**

**ABA 316: RESEARCH METHODS**

Date: 12<sup>th</sup> June, 2017

Time: 8.30 - 11.30am

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**INSTRUCTIONS:**

- Answer Question ONE and any other THREE.
- Question one carries 25 marks and the rest 15 marks each



**QUESTION ONE - COMPULSORY**

**(25 Marks)**

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- a) ~~“A good research proposal contains five essential parts starting with the preliminary pages.”~~ Discuss the important component of a good research proposal. (15 Marks)
- b) Discuss the measurement scales used in research (4 Marks)
- c) Explain the following research designs.
- i. Case Study (2 Marks)
  - ii. Descriptive (2 Marks)
  - iii. Co-relational research design (2 Marks)
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**QUESTION TWO**

**(15 Marks)**

- a) Briefly explain five data collection instruments used in research. (10 Marks)
- b) Discuss any five characteristics of a good hypothesis. (5 Marks)

**QUESTION THREE**

**(15 Marks)**

- a) “Reliability is the measure of the degree to which a research instrument yields consistent results or data after repeated trials.” Discuss the various types of reliability in research. (12 Marks)
- b) Describe the main types of descriptive statistics used in research (3 Marks)

**QUESTION FOUR**

**(15 Marks)**

- a) Discuss five non probability sampling techniques. (9 Marks)
- b) “Validity is the accuracy and meaningfulness of inferences, which are based on the research results.” Discuss the various types of validity in research. (6 Marks)
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**QUESTION FIVE**

**(15 Marks)**

- a) Describe using examples five ethical consideration that should be taken into account when conducting a research. (10 Marks)
- b) “For a research to be considered good, it is imperative that it has a given set of characteristics.” Discuss the characteristics of a good research. (5 Marks)