



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

HOMA-BAY CAMPUS

ABA 316: RESEARCH METHODS IN BUSINESS

Date: 18th June, 2017

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

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

QUESTION ONE (25 MARKS)

a) Describe the characteristics of a good research. (13 marks)

b) ~~“Every research is undertaken to fulfill a given purpose”~~. In view of this statement, describe significance of research to procurement practitioners. (12 marks)

QUESTION TWO (15 MARKS)

a) State different sources of a research problem. (4 marks)

b) Explain various considerations in selecting a research problem. (7 marks)

c) Highlight the functions of hypothesis in research. (4 marks)

QUESTION THREE (15 MARKS)

a) Explain the purpose of literature review in research. (10 marks)

b) State the factors one should adhere to when writing an objective (5 marks)

QUESTION FOUR (15 MARKS)

a) “Whatever may be the types of research works and studies, one thing that is important is that they all meet on the common ground of scientific method employed by them”. Explain the criteria a scientific research must satisfy. (9 marks)

b) Highlight differences between:

i. Descriptive and analytical research

ii. Applied and fundamental research

(6 marks)

QUESTION FIVE (15 MARKS)

a) Briefly describe the stages involved in research process (7 marks)

b) Discuss the ethical issues relating to the researcher and the research participants giving examples where necessary. (8 marks)