



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR
THE DEGREE OF BACHELOR OF BUSINESS STUDIES WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 431: RESEARCH METHODS IN BUSINESS STUDIES

Date: 2nd August, 2017

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE.
- Question ONE carries 25 marks, the others carries 15 marks each.



QUESTION 1

- a) Discuss the objectives of research (10mks)
 - b) A good abstract should give summary of the important sections of research. Explain the contents of a good abstract(10mks)
 - e) What purpose does literature review play in research? (5marks)
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QUESTION 2

Give and explain both probability and non probability sampling techniques.
(15 mks)

QUESTION 3

Discuss data collection methods and tools one would use in research
(15 mks)

QUESTION 4

Describe how you would reference for the following using APA format :

- i. a book
- ii. a journal article
- iii. an article in a newspaper (15 mks)

QUESTION 5

Explain the following research concepts:

- i. Sampling
 - ii. Empirical literature
 - iii. Reliability of research
 - iv. Primary data
 - v. Scope of Study (15 marks)
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QUESTION 6

- a) Explain the possible ways in which a researcher can deduce a sample size (10marks)
- b) What role does research justification play in a research report? (5marks)