



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS - EVENING

ABA 316: RESEARCH METHODS

Date: 18th January, 2018

Time: 5.30 - 7.30pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO
- Question one carries 30 marks and the rest 20 marks each



QUESTION ONE (25 MARKS)

- a) Describe the functions of research hypotheses in a study (5 marks)
- b) Explain any four research designs a researcher may adopt while conducting a research study. (8 marks)
- c) Describe the qualities of a good research report (6 marks)
- d) Distinguish between theoretical framework and conceptual framework (6 marks)

QUESTION TWO (15 MARKS)

Explain in details the format that a literature review process. Hence explain why such review is critical to a researcher. (15 marks)

QUESTION THREE (15 MARKS)

With a relevant example, discuss the process of developing a research problem. (15 marks)

QUESTION FOUR (15 MARKS)

Describe the initial facts to consider before embarking on an interview as a process for data collection. (15 marks)

QUESTION FIVE (15 MARKS)

- a) Highlight the key methods one would use to determine a sample size for a research study. (10 marks)
- b) Discuss the probability sampling techniques one may use in drawing a sample. (5 marks)