



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR
TRIMESTER EXAMINATIONS

FOURTH YEAR TRIMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF COMMERCE

DMS 411: BUSINESS RESEARCH METHODS

DATE: AUGUST 6, 2018

TIME: 11:00AM-1:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Giving appropriate examples, distinguish between the following terms as used in research
- i) Confounded relationship and extraneous variables (4 marks)
 - ii) Exploratory studies and descriptive studies (4 marks)
 - iii) Probability and non-probability sampling (4 marks)
- b) State and explain any three qualities of a good research (6 marks)
- c) Explain any six factors that influence the sample size (6 marks)
- d) Explain the following three types of validity
- i) Content validity (2 marks)
 - ii) Criterion-related validity (2 marks)
 - iii) Construct validity (2 marks)

QUESTION TWO (20 MARKS)

- a) Research process consists of series of actions or steps necessary to effectively carry out research and the desired sequencing of these steps. With help of a diagram, describe the research process. (10 marks)

- b) Outline the purpose of research (4 marks)
- c) A research problem refers to some difficulty which the researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. Highlight the characteristics of a good problem statement (6 marks)

QUESTION THREE (20 MARKS)

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

- a) Enumerate the steps in sample design (6 marks)
- b) Describe the criteria of selecting a sampling procedure (8 marks)
- c) Highlight the characteristics of a good sample design (6 marks)

QUESTION FOUR (20 MARKS)

- a) Briefly explain the four measurement scales giving appropriate examples (8 marks)
- b) Measurement should be precise and unambiguous in an ideal research study and the researcher must be aware about the sources of error in measurement. State and explain the possible sources of error in measurement. (12 marks)

QUESTION FIVE (20 MARKS)

The review of literature involves the systematic identification, location and analysis of documents containing information related to the research problem being investigated.

- a) Highlight the reasons of literature review (6 marks)
- b) Outline steps used in carrying out literature review (6 marks)
- c) Describe any five factors that can be applied by researchers to evaluate and select information sources (8 marks)

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