



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

TRIMESTER EXAMINATIONS

EXAMINATION FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

IN BUSINESS ADMINISTRATION

DCC 702: RESEARCH METHODS

DATE: AUGUST 9, 2018

TIME: 2:00-5:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other THREE Questions.

QUESTION ONE (25 MARKS)

- a) A researcher wants to investigate the causes of drug and substance abuse by university students. The researcher will be interested in those involved in this vice.
- i) Which sampling technique will be appropriate for this study? (2 marks)
 - ii) What are the strengths and weaknesses of using the sampling technique in (i) above? (8 marks)
- b) Critically discuss the similarities and differences between a questionnaire and an interview schedule? (8 marks)
- c) Suppose a researcher is interested in finding out the determinants of the performance of Small and Medium Term Enterprises in Embu town, which of the two data collection instruments in (b) above will you recommend the researcher to use in collecting data and why? (7 marks)

QUESTION TWO (25 MARKS)

- a) Discuss the components of a research design (5 marks)
- b) Discuss the steps in preparing a sampling design (10 marks)
- c) A researcher is interested in determining whether age has an influence in the performance of a particular task. The respondents are divide into three age groups: 18-25 years with 5000 respondents, 26-35 years with 2000 respondents and above 35 years with 3000 respondents. The respective standard deviations are 15, 18 and 5. How would the researcher allocate a sample size of 84 to the three strata? (10 marks)

QUESTION THREE (25 MARKS)

- a) What will you pay attention to when reviewing empirical literature? (10 marks)
- b) With relevant examples differentiate between an extraneous variable and an intervening variable (5 marks)
- c) Discuss what you will consider when constructing an hypothesis (10 marks)

QUESTION FOUR (25 MARKS)

- a) i) Discuss the essentials of a good questionnaire (8 marks)
- ii) Briefly discuss the factors you will consider when selecting a research topic? (8 marks)
- b) The School of Business and Economics wants to estimate the proportion P of business students who will take a professional course that it wants to introduce. The School wants to be 90 percent confident that it has P to within 0.03. How many students should the School sample if $P = 0.5$? (5 marks)
- c) Discuss the two types of error that may occur when drawing conclusions about a hypothesis. (4 marks)

QUESTION FIVE (20 MARKS)

- a) Briefly discuss the objectives of research (8 marks)
- b) With examples differentiate between inferential approach and experimental approach to research. (5 marks)
- c) State the sources of secondary data (5 marks)
- d) How different is uncontrolled observation from controlled observation? (7 marks)

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