MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS
BACHELOR OF SCIENCE (HUMAN RESOURCE MANAGEMENT)

COURSE CODE: BHR 3103-1
COURSE TITLE: RESEARCH METHODS

DATE: 5/12/2023   TIME: 1100 -1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE: (20 MARKS)
Read the following hypothetical information and answer the questions that follow;

The Narok county governor has realized that to achieve actual economic development, he must address the challenges of small and medium enterprises in his county. There are a total of 400 small and medium in the county. The planning executive has commissioned you as a research consultant to conduct a study on challenges *IMPACTING SMES PERFORMANCE*

    a. What would be the appropriate title and purpose of the study? **(3mks)**
    b. Identity independent variable and three parameters for this study. **(4mks)**
    c. State three objectives that would guide the study **(3mks)**
    d. State three research questions that would guide the study **(3mks)**
    e. What would be the significance of the study **(2mks)**
    f. Identify two categories of the target population of the study **(2mks)**
    g. Identify three instruments that can be used to collect data **(3mks)**

QUESTION TWO (15 MARKS)
    a) Using appropriate examples discuss the qualities of a good research problem statement **(10mks)**

b. Using relevant examples differentiate conceptual and descriptive types of hypothesis. **(5mks)**

QUESTION THREE (15 MARKS)

    a) Explain some of the mistakes commonly made in reviewing literature. **(10 mks)**
    b) Using relevant examples explain the following sampling techniques. **(5mks)**

    i) Purposive sampling
    ii) Dimensional sampling
    iii) Convenience sampling

QUESTION FOUR (15 MARKS)
    a) Discuss with examples the main ethical principles to be followed during data collection. **(10mks)**
    b) Discuss the following techniques in qualitative data analysis **(5mks)**

i. Thematic analysis

ii. Content analysis