

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 351**

**COURSE TITLE: RESEARCH METHODS**

**DATE:14TH APRIL 2014 TIME: 9.00AM – 12.00PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **THREE** questions

***This paper consists of 5 printed pages. Please turn over.***

**QUESTION 1: COMPULSORY 30 MARKS**

1. Identify a topic in your area of interest that could be focus of a research study and;
2. Write two specific objectives for the study  **( 2 marks)**
3. Write two research questions for the study **( 2 marks)**
4. What is the significance of your study? **( 2 marks)**
5. State the target population for the study **( 2 marks)**
6. How will you collect data relevant to your study? **( 2 marks)**

1. Why is it necessary to conduct literature review? **( 5 marks)**
2. Highlight the advantages of preparing a research design. **(4marks)**
3. Explain the major characteristics of a good sample. (**5marks)**
4. Explain the characteristics of a good research hypothesis. **(6 marks)**

**QUESTION 2**

1. Distinguish between the null hypothesis and alternative hypothesis **(6marks)**
2. Describe the types of errors associated with decision making when using hypothesis **( 4marks)**
3. Briefly discuss any five types of research. (**10 marks)**

**QUESTION 3**

1. Explain the qualities of a good questionnaire **(7 marks)**
2. Explain the main contents of the literature review in a research plan. **(8 marks)**
3. Highlight the benefits of using secondary data **( 5 marks)**

**QUESTION 4**

1. Define the following terms as used in research:
2. Hypothesis. **(2marks)**
3. Scope **(2marks)**
4. Research design **( 2 marks)**
5. Sampling frame **( 2marks)**
6. Highlight the qualities of a good research **( 6 marks)**
7. Distinguish between
8. Conceptual framework and theoretical framework **( 2 marks)**
9. A parameter and a statistic **( 2 marks)**
10. Qualitative analysis and quantitative analysis **( 2 marks)**

…………………………………………………..END……………………………………………………..