

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EMBU CAMPUS
EXAMINATION FOR THE AWARD OF DEGREE IN BACHELOR OF
COMMERCE**

BCOM 401: RESEARCH METHODOLOGY

STREAMS: BCOM Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer question one and any other two questions**

QUESTION ONE (30 marks)

- (a) Explain the meaning and purpose for research (6 marks)
- (b) Outline six characteristics of scientific research. [6 Marks]
- (a) The Kenyan government in collaboration with Kenya Women Finance Trust has instituted Entrepreneurship policy to stimulate economic growth by assisting women to become better entrepreneurs which involves easy credit access, low cost lending and provision of business training. Five years down the line, women entrepreneurs have not been able to invest in major business ventures partly due to ineffective implementation of the policy. As a researcher, you have been asked to conduct research to determine whether there is a relationship between implementation of entrepreneurship policy and empowerment of women entrepreneurs. As such, you have been given the following information concerning members of KWFT from which you wish to draw a sample to conduct research on the effectiveness of policies instituted to empower women entrepreneurs in Embu County. Ward A-50, B-45, C-20, D-25, E-30, F-60, G-70, H-35, I-55. Further, you require a 10% of the population as sample size and 99% degree of confidence.

Required:

- (i) Explain the meaning and significance researcher's margin of error. (2 marks)
- (ii) Develop any two objectives that would guide the study (2 marks)
- (iii) State two Null hypotheses of the study corresponding to objectives stated in (ii) above (2 marks)
- (iv) Suggest the research design(s) that would be suitable for your study and what is the justification? (4 mark)

- (v) Develop a schematic diagram for the conceptual framework (4 marks)
- (vi) Using the wards as clusters, tabulate and show how you would proportionately represent all wards in the sample (4 marks)

QUESTION TWO (20 marks)

- (a) Explain five ethical issues to consider in relation to the researcher. (10 marks)
- (b) Describe circumstances under which statement of hypothesis would help as well as disadvantage the researcher. (10 marks)

QUESTION THREE (20 marks)

- a) Explain the difference between the following research concepts:
 - i) Quantitative and qualitative research (4 marks)
 - ii) Descriptive and case study research design (4 marks)
 - iii) Cross-sectional data and time series data (4 marks)
- (a) In constructing a questionnaire for data collection in research, it is important to know what level of measurement you are working with as this partly determines the nature of analysis of the data. While giving examples, discuss four scales in measurement of data and state the appropriate statistical operation for each scale. (8 marks)

QUESTION FOUR (20 marks)

- a. Distinguish between data processing and data analysis in the research process. (4 marks)
 - b. Explain the meaning of validity of a measure and give the distinction between content, and construct validity. (6 marks)
 - c. The acceptability of findings in any research rests to a large extent on the Sampling Design used. Elaborate on this statement highlighting four probability sampling techniques that could be used. (10 marks)
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