



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 2016/2017 ACADEMIC YEAR**  
**SPECIAL EXAM**

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**COURSE CODE: ABA 316**

**COURSE TITLE: RESEARCH METHODS**

**EXAM VENUE: LAB 1**

**STREAM: (BBA-FINANCE )**

**DATE: 04/05/16**

**EXAM SESSION: 11.30 – 1.30PM**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

## QUESTION ONE

### FRANK MANAGEMENT CONSULTANCY FIRM

Frank Management consultancy firm won a tender from the government through the Ministry of Nairobi Metropolitan Development (MONMD) the ministry was established through a presidential circular NO. 1 of April 2008. It was mandated to ensure preparation and enforcement of the integrated spatial growth and development strategy and actualization of integrated strategic programmes for the provision of social, economic and infrastructural services. The city councils, the county councils, the town councils and the municipal councils within Nairobi Metropolitan region have been accused of harassing businessmen during their daily operations.

Different business associations and Lobby groups have been formed and this has led to a series of strikes, disruption of city and town businesses and poor economic growth of the region. The demolition of un-approved business structures and limitation of the movement of hawkers have not been embraced by the business community and this has kept the conflict fueled by the day.

As the principal consultant for Frank Management consultancy, you have been requested to undertake a study in order to come up with measures that can help save the situation.

#### Required:

- (a). State the problem facing the ministry of Nairobi Metropolitan Development. (4 marks)
- (b). State any three possible objectives for your study. (3 marks)
- (c). State what you would give as the research topic in your proposal. (2 marks)
- (d). Who would you choose to be your target population study? (5 marks)
- e) Explain four levels of measurement in research. (8 marks)
- f) Discuss the importance of having a research design in study. (8 Marks)

## QUESTION TWO

- a) Examine the purpose of literature review in a research study. (7 marks)
- b) Describe any four research designs. (8 marks)
- c) Good hypothesis are essential in research. What is a hypothesis? What are the qualities of a good hypothesis (5 marks)

## QUESTION THREE

- a) Errors can never be ruled out in any research. State and discuss the two major types of errors and give an example in each case. (5 marks)
- b) Why do researchers use graphical representations in presenting data? (5 marks)

- c) Evaluate the use of questionnaire over interviews in a social-scientific or business research. (5 marks)
- d) How would you improve the rate of return of a mail survey (5 Marks)

**QUESTION FOUR**

- a) There are four levels of measurements. Discuss (8 marks)
- b) Differentiate between descriptive and inferential statistics (7marks)

**QUESTION FIVE**

- a) Discuss any four ethical issues related to the researcher in the research process.(8 marks)
- b) Explain any three classifications of research by purpose (6 marks)