



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION (BBA With IT) FOR
THIRD YEAR SEMESTER ONE ACADEMIC YEAR 2018/2019
KISUMU CAMPUS – PART-TIME**

COURSE CODE: ABA 316

COURSE TITLE: RESEARCH METHODS

EXAM VENUE:

DATE: 14/08/19

EXAM SESSION: 9.00 – 11.00am

DURATION: 2 HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO 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

a) What is your understanding of the following terms as used in research. (20 marks)

i) Independent variable

ii) Hypothesis

iii) Theory

iv) Sampling

v) Data

b) Discuss FIVE purposes of research. (10 marks)

QUESTION THREE

Define the term reliability and discuss the THREE types of reliability in regard to questionnaires. (20 marks)

QUESTION FOUR

a) What are the advantages of using stratified sampling method? (6 marks)

b) Using suitable illustrations where necessary discuss the attributes of a good research problem. (6 marks)

c) What would you say are the limitation of a survey research? (8 marks)

QUESTION FIVE

A research was carried out to find out whether teaching methods influence performance in class. The class was randomly divided into three groups and a different method of teaching used for each group as follows:

Group one: Lecture method

Group two: Discussion method

Group three: Individual study method

The researcher gave a test and obtained the following results from each group.

Group 1 (lecture) P1 = 60

Group 2 (Discussion) P2 = 45

Group 3 (Individual study) P3 = 55

a)

i) State the independent variable (2 Marks)

ii) State the dependent variable (2 marks)

iii) What is the hypothesis being tested in this research? (2 marks)

iv) The dependent variable here is measured at five interval scale while the independent variable is measured at the nominal scale. Differentiate between the two types of scales ie (nominal and interval scales) (4 marks)

b) State an appropriate topic for this research (2 marks)

b) Discuss at least FOUR ethical issues concerning research subjects. (8 marks)