

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE
AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
[BUSIA LEARNING CENTRE]**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION**

ABA 316: RESEARCH METHODS

DATE: AUGUST 2014

TIME: 2 HOURS

INSTRUCTIONS:

1. This paper has a total of five (5) Questions.
2. Answer three (3) Questions only.
3. Question **one** is **Compulsory**

(DRAFT)

Question one (compulsory).

- a) Explain the meaning of research. **(2 marks)**
- b) Examine characteristics of academic research. **(8 marks)**
- c) Evaluate five factors that encourage management decision making through research. **(10 marks)**
- d) Differentiate between the following terms commonly used in research.
- i. Population and sample
 - ii. Exploratory and Diagnostic studies
 - iii. Primary and secondary data
 - iv. Sampling frame and sampling unit
 - v. Reliability and validity

(10 marks)

Question Two.

Explain logically the steps involved in a research process

(20 marks)

Question Three.

- a) Discuss the various applications of research in different fields of Business Management. **(8 marks)**
- b) Discuss the factors that influence sample size in research. **(12 marks)**

Question Four.

- a) Explain the nature and purpose of a 'questionnaire' used for research studies
(12 marks)
- b) Discuss the precautions that must be taken while drafting a questionnaire
(8 marks)

Question Five.

- a) Describe the steps involved in processing of research data and the significance of each step.
(8 marks)
- b) Examine the characteristics of a good research report pointing out the functions this report should perform?
(12 marks)