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)**