



Jaramogi Oginga Odinga University of Science and Technology

**UNIVERSITY EXAMINATION FOR BACHELOR OF EDUCATION (Arts) YEAR 4
SEMESTER I**

MAIN CAMPUS

UNIT CODE: ABA 431

UNIT NAME: RESEARCH METHODS IN BUSINESS MANAGEMENT

EXAM VENUE: **STREAM:** BED (Arts) Y4S1

EXAM DATE:

EXAM DURATION: 2HOURS

Instructions

1. The paper contains Five (5) Questions
2. Answer three Questions
3. Question ONE is compulsory with 30 Marks
4. Answer ANY OTHER TWO Questions of 20 Marks each

QUESTION ONE

- (a) Outline the importance of research in business management **(4 Marks)**
- (b) Briefly explain the relevance of the following in business research
- i. Theoretical Literature Review **(5 Marks)**
 - ii. Conceptual framework **(5 Marks)**
 - iii. Measurement Tools **(5 marks)**
 - iv. Hypothesis **(5 Marks)**
- (c) Define ethics in business research and explain how its principles aid in obtaining quality research report **(6 Marks)**

QUESTION TWO

- (a) “Processing of data implies editing, coding, classification and tabulation”. Describe in brief these four operations pointing out the significance of each in context of research study. **(10 Marks)**
- (b) Define the term sample and state what constitutes a good sample in a business research set up **(10 Marks)**

QUESTION THREE

- (a) A research problem may be defined as ‘an intellectual challenge or a question of interest which can be answered through collection, analysis and interpretation of data’. Identification of a researchable problem has been a challenge to many researchers as some problems formulated may be not feasible.

Required:

How would a researcher identify credible sources of a research problem? **(10 marks)**

- (b) Distinguish the following terms:
- (i) Research Methods and Research methodology **(2 Marks)**
 - (ii) Qualitative and Quantitative Research **(2 Marks)**
 - (iii) Discrete and continuous variable **(2 Marks)**
 - (iv) Research Questions and Research Objectives **(2 Marks)**
 - (v) Null and Alternative hypotheses **(2 Marks)**

QUESTION FOUR

- (a) What is the meaning of measurement in research? **(2 Marks)**
- (b) More often than not measurement tools do not measure what they are intended to and often results into errors in the outcome of the research.

Required:

Explain the terms ‘reliability’ and ‘validity’ of measurement tools and their relevance in research **(10 Marks)**

(b) Explain the following giving examples

- i. Extraneous variable **(2 Marks)**
- ii. Confounding variable **(2 Marks)**
- iii. Constructs **(2 Marks)**
- iv. Concepts **(2 Marks)**

QUESTION FIVE

Briefly describe the different steps involved in a research process **(11 Marks)**

XYZ Ltd has 500 employees. A study is commissioned to conduct their satisfaction level. A hypothesis was formed that there are two factors namely salary and environment affect their levels of satisfaction.

Required

- (i) What is a variable? **(2 marks)**
- (ii) Indicate in each case Independent and dependent variables in the study **(2 Marks)**
- (iii) Construct a hypothesis linking the two variables **(5 Marks)**