



ALUPE UNIVERSITY
COLLEGE
... Bastion of Knowledge...

P. O. Box 845-50400 Busia(K)
principal@auc.ac.ke
Tel: +254 741 217 185
+254 736 044 469
off Busia- Malaba road

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN BUSINESS MANAGEMENT

COURSE CODE:

BBM 352

COURSE TITLE:

RESEARCH METHODS DATE:

13th July, 2021

TIME: 8AM- 11AM

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE THIS PAPER CONSISTS OF 3 PRINTED PAGES OVER

PLEASE TURN

REGULAR/ MAIN
COURSE CODE: BBM 352 COURSE TITLE: RESEARCH METHODS

STREAM: BBM

DURATION:3HOURS

INSTRUCTIONS TO CANDIDATES

1. *Answer three questions. Question one is compulsory*
2. *Do not write on the question paper*

QUESTION ONE

- a) Research is an important activity in all disciplines of life. Outline SIX importance of research in academics (6 Marks)
- b) Expound on FIVE main characteristics of research (10 Marks)
- c) Plagiarism is an academic crime that involves using content as though it is generated by the subject. State how one can ensure that they get rid of this crime (4 Marks)
- d) In undertaking research individuals must be involved in a series of activities otherwise referred to as research process. Outline what this process is comprised of (6 Marks)
- e) Findings in research are presented after the process of data analysis. Outline any FOUR forms that data is presented. (4 Marks)

QUESTION TWO

- a) Interviewing is a data collection procedure that is associated with introducing bias in data generated. In essence respondents might give their own views and opinions subjectively as opposed to being objective. Explain FOUR measures would you employ to minimize this bias? (8 Marks)
- b) By use of specific examples, examine THREE reasons that justify the use sampling in research. (6 Marks)
- c) Closed-ended questions are accompanied by a list of all possible alternative from which respondents select the answer that best describes their situation. List THREE Advantages and THREE disadvantages of open and closed ended questionnaires (6 Marks)

QUESTION THREE

A sample is a section of the population identified for purpose of the study with the reason that it may not be possible to study the population as a whole. The sample must however possess some characteristics in order to be considered representative of the population. Explain FIVE of those characteristics (10 Marks)

- a) Explain FIVE significance of Literature review in research. (10 Marks)

QUESTION FOUR

Your class has been selected to participate in a study on student's perception on online learning in Universities. In your response, you are expected to address the following questions;

- a) State a relevant title to your study (2 Marks)
- b) Formulate four objectives that your research team would like to achieve (4 Marks)
- c) Formulate four hypothesis to your study (4 Marks)
- d) Explain the significance of your study to universities, and students (4 Marks)
- e) Justify any two data collection instruments that you intend to use (6 Marks)

QUESTION FIVE

- a. Research work requires one to uphold ethical considerations in order to carry out an effective study .Explain FIVE ethical issues considered in research (10 Marks)
- b. Explain how statistics can be misused in research (10 Marks)
